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Supreme Court Unanimously Knocks Out FTC's Claim To Jurisdiction Over A&S

WASHINGTON — The Supreme Court Monday unanimously upheld the circuit court of appeals decisions in the American Hospital & Life and National Casualty cases denying Federal Trade Commission claims to jurisdiction over A&S advertising.

The opinion tersely states that the McCarran-Ferguson act, which withdrew from the FTC the authority to regulate A&S insurance advertising practices in those states which regulate advertising practices under their own laws.

The opinion dismisses the assertions of the FTC that in passing the McCarran act Congress did not intend to foreclose federal regulation of insurance as supplement to state regulation. On this issue, the Supreme Court's decision says that whatever the intent of Congress regarding interstate insurance practices which states cannot for constitutional reasons regulate effectively, "that intent is irrelevant in the cases before us."

Pointing out that the companies' advertising programs require distribution by local agents, the Supreme Court said "there is no question but that the states possess ample means to regulate this advertising within their respective boundaries."

As to the FTC contention that the McCarran act bars federal regulation only where states have administratively applied their statutes to the

insurance advertising of the companies, the Supreme Court held that the argument is not persuasive. The court pointed out that in each such state, prohibitory legislation has been enacted forbidding unfair insurance advertising and authorizing enforcement by state supervisory authorities.

Such legislative prohibition, the court said, is not too indefinite, pending administrative elaboration, to be regarded as regulation by state laws and state insurance commissioners, as the FTC had contended.

Assuming, however, that there is some difference in the McCarran act between "legislation" and "regulation," the court said that "nothing in the language of that act or its legislative history supports the distinction drawn by petitioner [the FTC]."

McCarran Act's Clause Satisfied

The court added that so far as it could determine, from the records and arguments, the provisions of the McCarran act's clause limiting the FTC's jurisdiction had been satisfied.

The opinion limits the decision to the companies doing principally an agency business. The court traditionally limits its decisions to the facts before it, so the opinion's statement that "only an insubstantial amount of any advertising goes directly by mail from the company to the public . . ." doesn't mean the court would neces-

sarily hold differently in a case involving a mail-order insurer—though there is no assurance that it wouldn't.

Aside from the handful of cases that have been settled by consent decrees, the decision has a direct bearing on the remainder of the 41 complaints filed against A&S insurers by FTC. There is a possibility that FTC may try for jurisdiction in a case involving mail-order insurers that solicit business in states where they are not licensed, as do some of the companies involved in the pending complaints.

Whatever effect the decision may have on A&S insurers, the ruling will certainly be important to the inquiry into the McCarran act's efficacy being conducted by Sen. O'Mahoney's group, under the aegis of the Kefauver anti-monopoly subcommittee of the Senate. The Supreme Court decision did not pass upon the merits of the McCarran act but confined itself to interpreting it. Some insurance observers have speculated that the O'Mahoney investigators have been coasting until they got the Supreme Court decision in the American Hospital and National Casualty cases, because of the bearing it would have on the direction of their investigation.

American Life Convention, Life Insurance Assn. of America and Health Insurance Assn. of America had filed amicus curiae briefs opposing FTC's claims to jurisdiction.

State Action Solves Extraterritoriality Group Rate Problem

N.Y., Ohio, Mich., Maine,
Pa. Promulgate Uniform
Minimum Life Premiums

The five states having group minimum premium rate statutes have solved a possible conflict of the operation of extraterritorial laws by promulgating identical minimum rates. In two states—New York and Ohio—the group rates apply to all policies wherever issued. In the other three—Pennsylvania, Michigan and Maine—they apply only to policies delivered in the state.

They are the same as the old New York minimum rates up to \$250,000 face amount, but from that point up to \$500,000 the 10% loading on the CSO 3% net premium rates goes off pro rata up to \$500,000. On cases of \$500,000 and larger the premium rate is the CSO 3% net premium without loading, this being done on the ground that the rate is sufficiently redundant to take care of expenses.

The rate on policies up to \$250,000 is 110% of the CSO net premium plus a constant of \$1.80 per \$1,000 on the

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Industry Hits Back At Implied Slur On Check-O-Matic Plans

Implied criticism of the pre-authorized check plan for payment of life insurance premiums, voiced last week by American Bankers Assn. on the basis of a court decision that applied to a bank draft plan and not a pre-authorized check plan, has been answered in a joint statement by the chairmen of the industry committee of American Life Convention, LIAMA, and the Life Office Management Assn., comprising the joint committee on pre-authorized check plans.

The ABA statement, released June 24, cited a recent Utah case in which one bank was held liable for \$10,000 to cover a life insurance policy that had lapsed through failure of the bank to honor several bank drafts, pointing out that this was evidence of the lack of protection under "pre-authorized insurance drafts."

The joint statement brings out that the Utah case does not apply to the pre-authorized check plan and that such a case could not arise under a pre-authorized check plan.

It is pointed out that when the monthly payment of premiums by pre-authorized "checks" started about four years ago, it was based on the bank draft plan, but since then, the busi-

Probing Aviation, Marine, Mail Order First

WASHINGTON—Sen. O'Mahoney said the investigation he is directing for the Senate judiciary anti-trust and monopoly subcommittee will first take up aviation, marine, and mail order insurance, though not necessarily in that order. This disposes of rumors that life insurance might be taken up before other lines.

Sen. O'Mahoney said these three phases of insurance are clearly in interstate and foreign commerce and not effectively covered by state laws. He said an immediate inquiry is needed in such areas where the states have no authority, under the federal constitution. Referring to Monday's decision of the Supreme Court holding that the Federal Trade Commission has no jurisdiction over A&S advertising that is regulated by state law, Sen. O'Mahoney said the court specifically recognized the existence of areas in interstate and foreign commerce in which the states have no authority.

ness has largely moved over to the pre-authorized check plan. Also, the checks used in the present plans carry an indemnity agreement protecting the bank against loss in handling.

The joint statement stated that "the Utah case illustrates the importance of the protection to banks which the life insurance companies offer in the indemnity agreements provided in connection with established pre-authorized check plans."

"That such coverage was not provided in the Utah case was due to the fact that the arrangement involved was a bank draft plan and not a pre-authorized check plan in that a comprehensive indemnity safeguard

was not offered to the bank by the company. The transactions were not handled as cash items, as are pre-authorized checks, but as drafts presented for collection.

"It is inconceivable that a case of this kind could arise under the pre-authorized check plans being used by member companies."

"The chairmen are in agreement and recognize the need of reaffirming the adequacy of life insurance company guarantees to the thousands of banks which are providing this service for millions of depositors. They are recommending to their member companies that steps be taken to provide this reassurance."

Late News Bulletins . . .

Minn. Mutual At Its 2nd Billion

Minnesota Mutual in five years has achieved its second billion dollars of insurance in force, nine months ahead of the projected date.

President Harold J. Cummings said

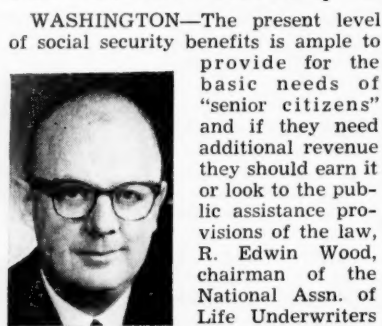


Harold J. Cummings (right), president of Minnesota Mutual, presents the policy which puts the company over \$2 billion in force to Jerald L. Olson of Bloomington, Minn.

the company is operating under a "10-year plan" which had set February, 1959, as the target date for achievement of \$2 billion in force. The objective was established three years ago. The first \$1 billion was achieved after 73 years.

FOR THE STATION WAGON

Survey Shows SS Provides Adequately For 'Senior Citizen,' Says R. E. Wood



R. Edwin Wood

House ways and means committee at its hearings on proposed liberalizations of the social security law.

Mr. Wood, who is associate manager of Phoenix Mutual Life at San Francisco, quoted from an article in the Feb. 2, 1958, issue of the "American Weekly," titled "We Live on Our Social Security."

"Briefly," said Mr. Wood, "the article tells the story of how a Mr. and Mrs.

Henry Brandt are living, not simply a bare, hand-to-mouth existence in retirement, but a full and completely satisfying life, on their combined monthly OASI check of \$162.80 'plus about \$20 a month.' To quote Mr. Brandt's own words, this amount covers all of their needs including 'gas for the station wagon.'

Others Doing OK, Too

"Naturally, when we read Mr. Brandt's story, we were curious as to whether his case was unique or whether we could find any evidence that retired people generally might be faring equally well. With this in mind, we gathered data on the minimum budget requirements of retired people in various localities picked at random. The results of this survey, showing the monthly budget requirements of both elderly single individuals and elderly couples (rounded off to the nearest dollar) are set forth below. In each case the budgeted amount covers at least such essentials

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Equitable Of Iowa Leading Producers Meet At Banff

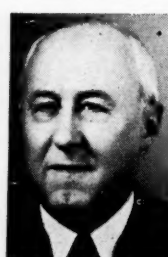
The biennial convention of Equitable Life of Iowa's president's and organization clubs, composed of leading agents and general agents, was held June 23-25 in Banff. Meeting in conjunction with the convention and in lieu of its regular spring meeting, was the company's board of trustees.

J. Richard Ward, agency vice-president, presided at the opening session at which F. W. Hubbell, president, congratulated the field organization on its record of 1957, the greatest production year in the company's history.

Assistant superintendent of agencies L. M. McClusky discussed the

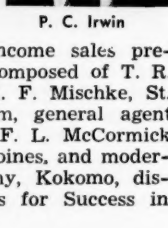


F. W. Hubbell



J. Richard Ward

company's family income sales presentation. A panel composed of T. R. Hawkins, Detroit; H. F. Mischke, St. Paul; H. W. Ehrsam, general agent Portland, Ore., and F. L. McCormick general agent Des Moines, and moderated by C. N. Denny, Kokomo, discussed "What Makes for Success in Life Underwriting?"



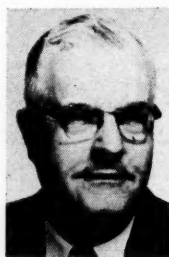
T. R. Hawkins

Honor scrolls were presented to the agents and general agents whose 1957 production qualified them to be officers of the President's Club and Organization Club, respectively. The officers are: President's Club—H. R. Teitrick, Harrisburg, president; C. P. Spahn, Chicago-Griffin, Ingram & Pfaff, vice-president; W. H. Robbins, Kokomo, secretary. Organization Club—F. L. McCormick, general agent Des Moines, president; H. A. Hedges, general agent Kansas City, vice-president.

W. D. MacKinnon, underwriting vice-president, was the final morning



W. D. MacKinnon



N. C. Day

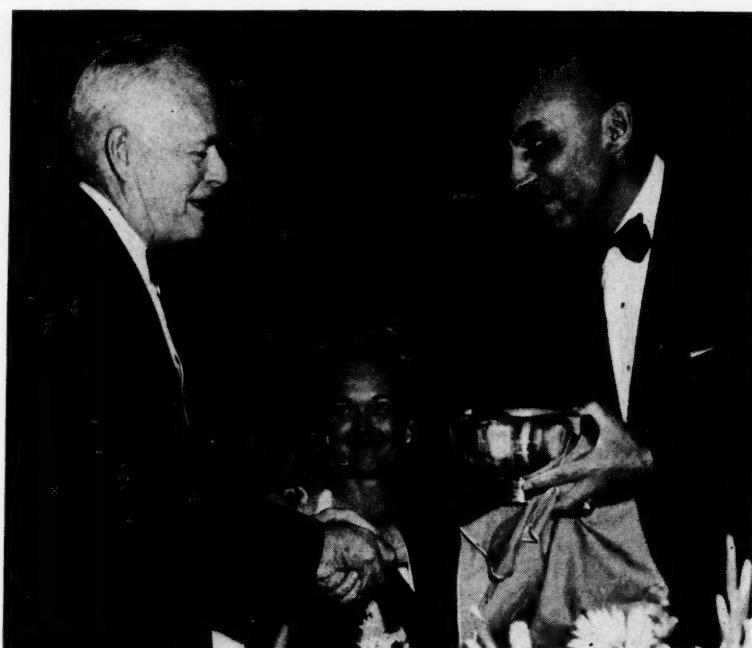
speaker. He gave consideration to a number of field and home office operations which are important in improving persistency.

One of the highlights was the banquet at which Mr. Hubbell presided at which traditional Equitable Life of Iowa recognitions were accorded. T. R. Hawkins, Jackson, Mich., representative of the Detroit agency, was presented as the 1958 "Hall of Honor Agent," and N. C. Day, general agent Davenport, as the 1958 "Master Agency Builder." The Detroit agency, H. O. Smart general agent, was honored as the leading 1957 agency, and T. R. Hawkins, its Jackson representative, as the company's leading 1957 agent.

CLU Breakfast Meeting Held

Tuesday's sessions were preceded by a breakfast meeting of the Equiowa chapter of CLU at which W. L. Fork-

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President Charles J. Zimmerman of Connecticut Mutual (right), with Mrs. Zimmerman looking on, presents engraved silver bowl to Stratford L. Morton at a testimonial dinner honoring his 50th anniversary with the company recently in St. Louis. Mr. Zimmerman praised Mr. Morton as "not only a great contributor to the life insurance business but also a great contributor to everything that represents progress in St. Louis and beyond." Mr. Morton served 39 years as Connecticut Mutual general agent at St. Louis and is still active as general agent emeritus. He was also honored by the St. Louis Life Underwriters Assn. The company testimonial was arranged by Wallace C. Brunner, who succeeded Mr. Morton as general agent in 1953.

Springfield-Monarch Affiliation Effectuated

SPRINGFIELD—Affiliation of Springfield Fire & Marine and Monarch Life of Springfield has been consummated, the final step being the authorization of up to 1 million additional shares of Springfield F.&M. stock for issuance to Monarch stockholders who have tendered more than 98% of Monarch stock for exchange.

The Springfield F.&M. board was increased to 24. The 12 new directors include Monarch officers C. W. Young, chairman; F. S. Vanderbrouk, president; G. W. Gordon, vice-president; R. C. Swanson, agency vice-president; John H. Miller, vice-president and senior actuary; H. M. Graham, treasurer; J. S. Bulkley, general counsel, and C. B. Gordon, manager of policyholder service. Also added to the board were H. S. Bush, vice-president of Springfield F.&M.; J. S. Fairchild, senior vice-president U. S. Envelope Co.; B. H. McLeod, president Valley Bank & Trust Co. of Springfield, and A. H. Parker Jr., president of Old Colony Trust Co. of Boston.

President Leland J. Kalmbach of Massachusetts Mutual Life resigned from the board because of possible conflict of interest.

Officers of Springfield F.&M. added to the Monarch board, which was also enlarged, include S. Dwight Parker, president; H. P. Almgren; H. S. Bush; H. P. Chapman Jr.; W. G. Howland and R. E. Wessendorf, vice-presidents. Also added to the board was R. H. Morse, vice-president and actuary of Monarch.

The two companies will continue to operate as separate corporations and policies will still carry individual company names. Some of the Monarch personnel will be housed in Springfield F.&M.'s building.

Milwaukee Life Agents Elect Simpkins To Helm

Milwaukee Assn. of Life Underwriters elected Dale A. Simpkins, New York Life, president at its annual meeting. Other new officers are Paul von Paumgarten, Mutual Benefit Life, and Leonard S. Wolfe, Acacia Mutual, vice-presidents; Adlor J. Shipway, Prudential, secretary, and Allison H. Bond Jr., Bankers Life of Iowa, treasurer.

Directors named were Dudley S. Field, Travelers; David J. Huber, Occidental of California; Edward W. Voss, North American L.&C.; John H. Woodin, Acacia Life, and Aaron Bock, John Hancock.

J. R. Martin, director of agencies Massachusetts Mutual Life, was the luncheon speaker. His talk was entitled "The Hydramatic Hearse."

Regional Honors To Aetna Life General Agencies

Four general agencies of Aetna Life have won top regional honors in the annual "Early Bird" promotional campaign.

Winning agencies were Henry A. Maddox of Atlanta, W. T. Craig of Los Angeles, L. Kent Babcock Jr. of Philadelphia, and R. S. Edwards & Co. of Chicago.

Top regional individual honors went to C. Ed Beman of Los Angeles, John W. Duling of Nashville, Louis Follis Sr. of New Haven and William A. Hyde Jr. of Philadelphia.

L. A. Supervisors Name Davies

Life Agency Supervisors Assn. of Los Angeles elected the following officers at its annual meeting: William Davies, Massachusetts Mutual Life, president; F. Donald Fowle, New York Life, vice-president, and Richard Evans, Equitable Society, secretary-treasurer.

TWISTING...

AND TURNING IN YOUR SLEEP?

Are Family Plans disturbing and upsetting your business?

There is a solution to your problem!

Learn about the Franklin FAMILY PROTECTOR,
an amazing protection contract—for all
the family—so low in cost, it can
easily be sold with—not instead of.

An agent cannot long travel at a faster gait than the company he represents!



The Friendly
FRANKLIN LIFE INSURANCE COMPANY

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

*The largest legal reserve stock life insurance company in the U.S. devoted
exclusively to the underwriting of Ordinary and Annuity plans*

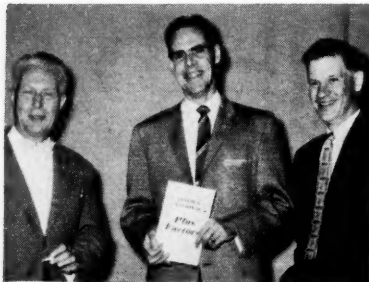
Over Two Billion Nine Hundred Million Dollars of Insurance in Force

Lincoln National Agents Get Eight New Sales Aids

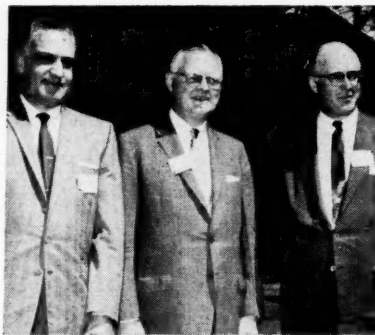
Eight new policies and sales tools were announced to the 600 leaders attending the three conventions of Lincoln National Life at Miami Beach, Sun Valley, and Mackinac Island, during June. The last of the conventions was concluded June 30.

The new plus factors were:

- "Family Security Forecaster"—a new one-call programming sales tool which enables the agent to program only that business which he sells and to sell the program before determining precisely what it is.
- Term-insurability rider—a plan which provides additional decreasing term insurance and also assures the policyholder's insurability for as much



Miami speakers at the Lincoln National meeting—Norman L. Klages, sales promotion manager; Jack E. Rawles, 2nd vice-president, and Charles N. Walker, assistant vice-president and A&S manager.



Robert B. Ogden Jr., Los Angeles general agent; Willard C. Brudi, 2nd vice-president and Walter O. Menge, president, who were on the program at Sun Valley.

as \$10,000 additional at each of six option dates occurring at three-year intervals from age 25 through age 40.

- Reduced premiums on most participating plans for women—reduced premiums available without reduction in cash values or dividends.

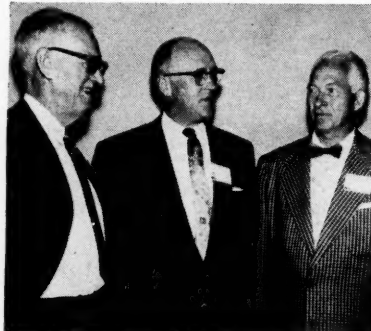
- One parent family policy—which serves special needs arising when one parent has died, one parent is uninsurable, parents are divorced or separated, age of one parent makes issuance difficult, difference in parents' ages hampers issuance, or where it is desirable to secure insurance on only one parent because of adequate coverage on the other.

- "Family Security Policy"—which provides decreasing term without a base policy. Premiums will be quoted on a monthly income basis and the policy is expected to be an important tool for programming. The monthly income period can be any number of years from 10 to 50 inclusive, extending

from date of issue. The income runs from date of death to the end of the family security period.

- Non-can disability for women—designed for business and professional women. This A&S plan is non-can and guaranteed renewable to age 60, with guaranteed premiums. Other features include: No aggregate limit, waiver of premium, optional benefits to provide hospital expense, surgical fees, accidental death or dismemberment payments.

- Completely revised salary savings kit—which encompasses a number of new developments in the salary savings rules and contains a sales presentation kit. The salary savings plan may be established for A&S policies



Cecil F. Cross, vice-president and director of agencies; Walter O. Menge, president, and Howard W. English of the Wood agency in Chicago, among the speakers at the Mackinac meeting.

as well as life, with a minimum of five lives and total monthly premiums of \$25 or more regardless of kind of coverage. Additional policies can be added to salary savings cases on either the life or A&S basis.

- New pension trust department—which will spearhead and coordinate all new sales material, policies, and pension manuals and provide new guaranteed issue and new simplified underwriting.

Total attendance at Lincoln National's three 4-day conventions was approximately 1,300, including wives and children. The opening day of each meeting was devoted to registration followed by a get-acquainted dinner in the evening.

Walter O. Menge, president; Cecil F. Cross, vice-president; and Willard C. Brudi, second vice-president, were the featured speakers during the opening day's business sessions at each of the three meetings along with Robert H. Loeb, of the Hallenberg agency, Louisville, who spoke on "Success In Spite of Ourselves" at Miami Beach; Robert B. Ogden Jr., general agent at Los Angeles, who spoke on "Mr. Proprietor—Just Suppose" at Sun Valley, and Howard E. English of the Wood agency in Chicago, on "Clients and Profits" at Mackinac.

In addition, the opening day's meetings featured a panel of agents discussing the sale of A&S, with Charles N. Walker, assistant vice-president and manager of A&S, serving as moderator.

The eight new plus factors were announced on the following day to audiences that responded with standing ovations. The second day of business meetings also featured addresses by agents and group insurance sales panels moderated by Thomas A. Watson, second vice-president.

Byrum W. Teekell of the Teekell agency in Shreveport talked on "Pennies and Dollars" at Miami Beach. Harold C. Bates of the Ulrich-Johnson agency, Louisville, who spoke on "Suc-

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R. B. EVANS SAYS:

Rise In Lapses, Term Sales Hurt Both The Industry And Public

The industry-wide rise in termination of new business and increased



Richard B. Evans

Mr. Evans pointed out that competition for new business may have contributed to the rise in lapses, noting that the drive for more and more production has often resulted in the sale of insurance in amounts beyond the ability of the individual to pay.

The selection and training of new agents, Mr. Evans said, may have also been a contributing cause of this problem. The drive for large agency field forces may have caused life companies, to fall back on poorly trained agents who tend to mis-sell their policies, he opined. Furthermore, the financing plans of many companies may have pressured agents into becoming too production-conscious.

May Be Harming Clients

Mr. Evans said that he also felt that the economic climate being what it is, agents may well be doing their clients a disservice by stressing easily misunderstood plans, such as family and bank loan plans, at the expense of a well-rounded insurance program.

Many companies, Mr. Evans pointed out, appear to be developing methods for selling term insurance rather than restricting its use, and that instead of decreasing, term sales seem to be on the rise. This tendency, he said, was not in the public interest and should be curtailed as much as possible.

As for the future of the life field, Mr. Evans predicted that more will be heard about guaranteed insurability and salary savings plans with automatic issuance. Although the industry is divided on the subject, Mr. Evans believes many more companies will be adopting the graded premium approach. The pre-authorized check premium plan will attain even greater significance, he said.

Mr. Evans reviewed Colonial Life's progress and drew attention to its entry into 10 additional states and the District of Columbia, and applications pending in others. He reported that ordinary life production, as of April 30, was 37% above the same period in 1957.

Second Merger For Estate Life

Carolina General Life of Greenville, S. C., and Estate Life of Orangeburg, S. C., have merged, following the merger of Southern Coastal Reserve Life of Macon, Ga., into Estate Life by less than three months. The new company will operate under the name of Estate Life Insurance Company of America, will have assets in excess of \$1 million and life in force of over \$15 million.

THE MERGED VITALITY OF TWO IMPORTANT INSURANCE COMPANIES PROVIDES ALERT AGENTS WITH A

NEW PORTFOLIO OF OPPORTUNITY

This attractive package augments Pacific National's long-established ordinary life coverage with the "new look" of Matson Assurance Company's popular group coverages.

PACIFIC NATIONAL LIFE ASSURANCE COMPANY

HOME OFFICE:
215 MARKET ST., SAN FRANCISCO

Direct and Brokerage Contracts Available.
Write Kenneth W. Cring, Vice President



Term
The
Public

Vice-President Of John Hancock Calls For Credit Life Laws

More effective legislation to protect the public against excessive charges for credit life insurance was called for by Philip H. Peters, vice-president in charge of group sales and service of John Hancock, in a recent talk before the consumer credit management program of the Columbia University graduate school of business.

Mr. Peters pointed out that 20 years ago the volume of credit life insurance in force was only \$256 million, while last year it reached almost \$20 billion.

"Unfortunately, in my opinion, not all the growth of credit life insurance has been healthy," Mr. Peters said. He noted that the difference in cost between group credit insurance and individual credit insurance indicates that most individual borrowers are paying higher rates for coverage than necessary.

Mr. Peters said that such high rates are possible because the borrowers who take out personal loans, or who buy on time, are a captive insurance market. Their need, diffidence or lack of knowledge makes them receptive when a lender or dealer suggests the loan be insured, and they are usually unable to defend themselves against excessive charges and other over-reaching.

Competition Does Not Protect

"In these circumstances, competition among insurance companies does not protect the borrower," he said. "Insurers are competing for the lender's patronage, not the borrower's. And the lender is interested in a high premium, because his commission or dividend will be larger if the premium is higher. Thus, in credit insurance, competition works in reverse. It keeps premium rates up, not down."

Mr. Peters said he believed the best remedy for this situation is through state laws and regulations which set maximum limits on premium rates charged for creditor insurance.

He said that recent legislation in several states, which gives authority to insurance departments to set maximum charges for credit life insurance, or to disapprove charges fixed by lenders or insurers, is a "step in the right direction."

However, administrative regulation does not appear to be the best solution, he said.

Mr. Peters lauded recent laws adopted in Arizona, Connecticut and Oregon. "These laws, which apply to small loans, forbid the lender to charge for credit life insurance more than 50 cents per year per \$100 of initial debt. In effect, they limit the charges on individual credit insurance to the top of the range of group premium rates."

Urge 50-Cent Ceiling

He said that many insurance companies, including John Hancock, support regulation of this kind. "We are urging the National Assn. of Insurance Commissioners in its model bill to include a 50-cent ceiling on credit life insurance rates."

"A ceiling rate will prevent over-charging, but it will not prevent the sale of credit life insurance in excessive amounts. Specific regulation on this point is also required," Mr. Peters emphasized.

He noted that the insurance com-

missioners' model bill contains provisions of this kind.

"It provides, for example, that credit insurance policies must be written so that the amount of insurance will never exceed the approximate amount of unpaid indebtedness," he said. This provision would make the sale of level term credit life insurance in connection with installment loans unlawful."

Mr. Peters said that "The model bill also prohibits the pyramiding of credit insurance policies. It provides that, where a loan is cancelled or refinanced, credit insurance on the old loan must be terminated, and the unearned portion of the premium must be refunded before any credit insurance may be issued covering the new loan."

Wis. Leaders Elect Chapman

Herbert E. Chapman, Equitable Society, Whitewater, has been elected chairman of Wisconsin Leaders Round Table, succeeding Ray J. Mertz, Mutual Life of New York. Others named were Walter C. Mayer, Mutual Benefit Life, vice-chairman, and Sidney A. Levner, Prudential, member of executive board.

Convince Public Of Life Insurance's Anti-Inflationary Power, Oates Urges

Accept the responsibility of making it clear to policyholders, new and prospective, on every possible occasion, that life insurance not only provides protection and security for them but helps to protect the purchasing power of all of their dollars, whether used to purchase life insurance or not, President James F. Oates Jr. of Equitable Society urged members of the Million Dollar Round Table at their recent annual meeting at Banff Springs.

"If there were no function to be served by life insurance other than the accumulation of capital, it would be virtually essential for the industry to grow," he declared. "The life insurance industry will and must play its part in

the formation of capital and in the promotion of thrift to meet these gigantic needs... But capital formation through life insurance will not take place to the fullest degree except as we sell permanent ordinary life, with the savings involved therein."

Points Out Danger

Mr. Oates pointed out that the danger incident to the great need for additional capital is the inflationary effect of doing it through the creation of money or credit by government fiat, or through such actions as massive spending by the government, "coupled with the endless heart-breaking ratchet of higher wages and higher prices."

Turning to competitive aspects of life insurance, Mr. Oates said competition is wholesome—"but only if we maintain our standards."

"I appeal to you, as the professional champs of our great calling, never to

(CONTINUED ON PAGE 20)



James F. Oates Jr.

BUSINESS

IS

GOOD

... and

GETTING BETTER



THE
NATIONAL LIFE
AND ACCIDENT
INSURANCE COMPANY
HOME OFFICE - NASHVILLE, TENNESSEE

Medical Service Insurer To Study Psychiatric Care

NEW YORK—Group Health Insurance, one of the oldest non-profit medical services, is preparing a study to determine the feasibility of extending its coverage to include diagnosis, treatment and rehabilitation of mental illness.

The study, scheduled to begin by the end of June, will concentrate on three or four skilled labor unions in

the New York area whose members already subscribe to GHI's comprehensive family doctor plan. The pioneer project will last from six months to a year, by which time GHI believes it will have the actuarial experience it requires.

When the study is completed, GHI plans to add the cost of treating nervous and mental disorders both outside and inside institutions as a rider to its already existing family doctor plans.

All American L.&C. of Chicago has been licensed in California.

Property Planning Will Be Theme At U. Of Wisconsin Seminar

Current trends in property planning will be the theme of the annual seminar in advanced life insurance selling to be conducted at University of Wisconsin Aug. 10 to 15.

Enrollment is limited to 60 for the conference.

The management institute of the university extension division will conduct the seminar which is co-spon-

sored by the school of commerce, in cooperation with Wisconsin Assn. of Life Underwriters, Wisconsin General Agents and Managers Assn. and Wisconsin domiciled life companies.

Lester O. Shriver, managing director of National Assn. of Life Underwriters, will speak at the concluding luncheon Aug. 15.

Besides current trends in property planning, the seminar also will include economic trends and their implications for the agent and personal development and good planning for guests.

Speakers Listed

Speakers include Gene D. Reifsnider, Bankers Life of Iowa; Norman C. Allhiser, director of the management institute; Jack Zimdars, New England Life, Madison; Robert M. Powell, Continental Assurance, Chicago; Michael McKenney, director of the advanced life insurance selling division of New York Life; John Formella, staff attorney of the Craig agency of Northwestern Mutual Life, and Prof. Frank Graner of the University of Wisconsin school of commerce.

Additional information may be obtained from the management institute, University of Wisconsin extension division, Madison 6, Wis.

Mutual Of N.Y. Rents More Office Space

Mutual of New York has leased 20,000 additional square feet of office space from the Park Sheraton hotel which adjoins the 26-story home office building in New York.

When Mutual moved into the home office in 1950, growth pattern studies indicated that the company would require only 13 floors of office space, and so the 13 remaining floors were leased out for terms that matched as closely as possible anticipated space requirements. The rate of company growth, however, has accelerated during the past several years, making it necessary for Mutual to step up its expansion schedule by renting floors in the nearby hotel.

Los Angeles GAMA Elects

W. Thomas Craig, general agent of Aetna Life, has been elected president of Los Angeles General Agents & Managers Assn.

Others elected were Thomas G. Murrell, Mutual Benefit Life, 1st vice-president, and G. Sydney Barton, Penn Mutual Life, secretary-treasurer.

Directors elected are Edward B. Bates, Connecticut Mutual Life; Ralph W. Tipping, Provident Mutual Life, and Robert S. Wilkinson, New York Life.

ACCIDENT-HEALTH POSITIONS \$6,000-\$10,000

A selection of positions is listed below for men with 3-10 years experience—Time Loss, Major Medical, Hospital, etc. experience interested in positions as Field Representatives, Underwriting, Claims, etc. South

— Ex. (Home Ofc.)	
Spec. Agt.	\$10,000
— Claims Supervisor	\$8,500
Midwest — A&H Underwriter	\$7,500
West Coast — Claims Repr.	\$6,800
West Coast — Underwriter	\$6,500
Midwest — Jr. A&H Undr.	\$6,000

Quality openings available all areas of the country for men with minimum two years Individual Accident-Health experience. Men in age range 25-35 with college backgrounds particularly in demand.

Employer pays moving expenses and service fee majority of openings. Write for "How We Operate."

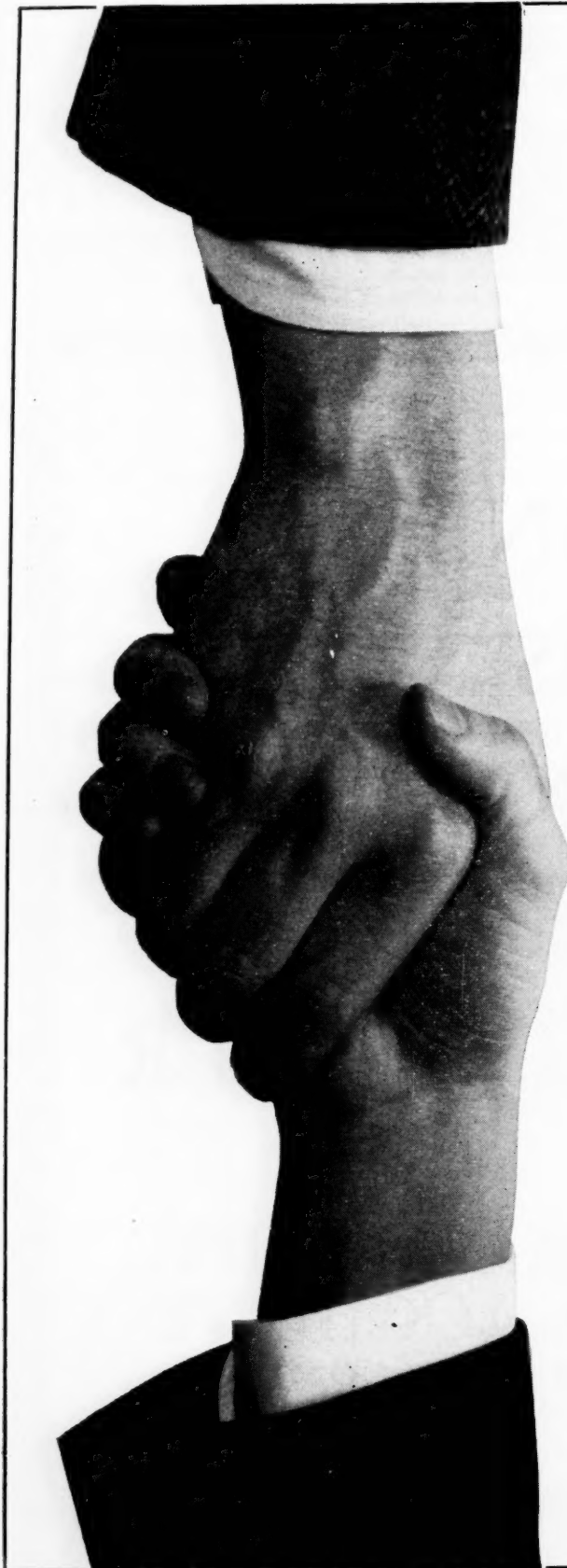
FERGASON PERSONNEL

INSURANCE PERSONNEL EXCLUSIVELY
330 S. Wells St. Chicago 6, Illinois
HARRISON 7-9040

He has an EXPERIENCED GRASP on his client's problems

When a life underwriter first meets a prospect, a number of intangibles come into play. You can call them experience—judgment—knowledge—training. Whatever you call them, they are there because of the approach this agent takes to his business. The John Hancock representative has prepared himself with many of the courses available through his company, and is equipped with up-to-date sales material. He is ready to give complete service—all-important in consistently selling larger amounts of needed insurance.

John Hancock
MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS



Detroit Claims Men Hear Navarre On PR

The part the Michigan department's public relations division plays in the relations between the insured public and companies licensed in the state was discussed by Commissioner Joseph Navarre in a talk at the final meeting of the 1957-58 season of the life, A&H Claim Assn. of Detroit.

Mr. Navarre suggested that the adjuster not only consider the best interests of his company in his dealings with the claimant, but also be fair minded, understanding and patient.

At the conclusion of the commissioner's talk, the following officers were elected: J. F. Noonan, Continental Casualty, president; J. O'Connor, Equitable Society, vice-president; Charles Bower, National Casualty, treasurer, and Stanley Maisner, John Hancock, secretary.

Herman Tice To Head Columbus CLU Chapter

Columbus, O., chapter of CLU has elected the following new officers: Herman O. Tice, Tice & Co., president; Arthur E. Shepard, Turner & Shepard, 1st vice-president; Gerald A. B. Woodley, Home Life, 2nd vice-president; and as directors, John C. Winter, Occidental of California; F. M. Exline, Connecticut General; and William H. Emig, Peoples Life.

Midland (Mich.) Agents Elect

Midland (Mich.) Assn. of Life Underwriters elected Clarence L. Tope president. He succeeds John Pearce. Richard Harper was named vice-president and Robert Chapman secretary-treasurer.

Joseph Heads N.J. Life Underwriters

George G. Joseph, New England Life, Newark, was elected president of New Jersey Life Underwriters Assn. at the annual meeting, held in Asbury Park. He is a past president of the Newark association, the Newark Life Supervisors Assn. and the Newark Life Managers Assn.

Other officers are Herbert von Lohoffel of the South Jersey association, executive vice-president; Albert O. Blauvelt Jr., Passaic-Bergen association, Bradford D. Campbell, Plainfield association, and John M. Reeder, Trenton association, regional vice-presidents; F. M. Schlageter of Elizabeth, secretary, and Jay N. Kaplove, Jersey City, treasurer.

Crown Life Reaches \$2 Billion In Force

Total business in force of Crown Life of Canada now exceeds \$2 billion, according to President H. R. Stephenson. The company took 52 years to reach the \$1 billion mark, but only five years to double it. Almost 25% of the \$2 billion in force is group. Crown Life's entry into the group life field occurred only 11 years ago, when the total amount in force was about \$500 million. This year group alone will total \$500 million.

Mutual Service Hits \$200 Million

Mutual Service Life reached its second hundred million of insurance in force, according to President F. F. Rondeau. New life business this year is running 83% ahead of 1957. The company reached its first \$100 million after 20 years, and hit the \$200 million mark 2½ years.

Credit Life Policies Show 2 Million Gain

Nearly 34 million individual loans or time sales were covered by credit life insurance at the start of this year, some two million more than a year ago and twice the number insured only four years ago, Institute of Life Insurance reported.

The total amount of loans covered by credit life policies was \$19,748,000,000 on Jan. 1, which was \$2,650,000,000 more than the year before and \$11 billion more than four years be-

fore. This is a four-year rise of 80%. This type of protection is almost entirely the development of the post-war years. Although started in 1917, credit life insurance had reached only \$365 million by 1945, less than 2% of today's aggregate.

The value of this protection for borrowers is shown, according to the institute, by the rising total of death claims on credit life policies. In 1957, the number of such claims was 173,000 and the amount involved was \$92 million. Two years earlier, the death claim figure was only \$50 million.

Your COMPLETE SALES KIT—what's that?



We're referring to the personal insurance coverages that we write — including all forms of life insurance, retirement income, annuities, endowments, non-cancer sickness and accident, hospitalization, major medical as well as all the popular types of group insurance. These policies, together with proven point of sale material, provide our field men with a powerful, complete sales kit that enables them to offer their prospects and clients the proper coverage at a competitive premium...

Another reason why our field men are happy, successful members of their community — a credit both to themselves and to the name of Union Mutual.

UNION MUTUAL

LIFE INSURANCE COMPANY OF PORTLAND, MAINE

Canadian Head Office — Montreal, P. Q.
America's Eighth Oldest Life Insurance Company

Offering All Forms Of
LIFE NON-CAN GROUP

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Vice President in Charge of Agencies

LIFE UNDERWRITERS SINCE 1848

Home Sweet Home

Mus. by HENRY K. BISHOP
Arranged by Maxwell

Mod. tempo

"HOME"
ONE OF THE GREATEST WORDS IN OUR LANGUAGE

"HOME"— means love, security, contentment, family and priceless memories of tears, laughter, friends and pets we have loved.

"HOME"— means children and dreams and heartaches... and prayers and bright frosty mornings and nights of sound sleep.

IN FACT— it is the one word that almost universally means the same to all men... a most precious possession that must be preserved.

Tonight when you go home again think of the protection you provide for this beloved place through life insurance.

GREAT SOUTHERN
Life Insurance Company
Founded 1909
Home Office • Houston, Texas

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39796

Form Life Company At Charlotte, N. C.

CHARLOTTE, N. C.—Life Ins. Co. of the South has been licensed here with an authorized capital of \$1 million. The company will issue ordinary and A&S policies.

President is Marshall F. Crouch, president of Crouch Bros. Inc., of Mooresville, N. C. Chairman is John F. Ladley of Charlotte, president of

Carolina Textile Engraving Co., executive vice-president is Ernest L. Harris, former vice-president of Hermitage Health & Life of Nashville, secretary is Paul L. Muilenburg, and treasurer is A. C. Cashwell.

In addition to Messrs. Crouch, Ladley and Harris, the directors include Morris Speizman, president of Morris Speizman Inc., of Charlotte; James B. Rowe, general agent in Charlotte for John Hancock and a life and qualifying member of the 1958 Million Dollar Round Table; C. R. Delk, chairman of

Eagle Stores Inc. of Charlotte; Morris A. Weinstein, Charlotte attorney; Dr. George F. Verdone of Charlotte; W. H. Belk, Miami, president of Belk-Lindsay Stores; George H. Talbot, president of Charlotte Liberty Mutual Ins. Co.; Frederick L. Block of Wilmington, N. C., vice-president of Southland Manufacturing Co.; Albert H. Field, Hickory, N. C., president of the Field insurance agency and the F.&F. Finance Co., and John J. Doyle, of Charlotte, former president of Doyle Hosiery Mills, Inc.

*Northwestern Mutual's
point of view
makes a difference...*

**We share the agents' belief
that they get more
out of an Annual Meeting
they run themselves.**

78th Annual Meeting of Agents, July 21, 22, 23—

Milwaukee, Wisconsin

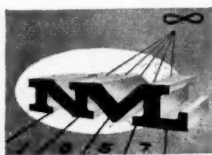
THE ANNUAL MEETINGS of Northwestern Mutual Agents are unique in that they are planned and run by the agents themselves. This makes for a dynamic, down-to-earth program, dealing with subjects that are most important to the agents in their work.

This year's meeting will draw more than 1400 agents and their wives from every corner of the country. The Executive Committee of the Association of Agents in charge of the meeting includes:

John O. Todd	Joseph S. Baldwin
John R. Mage	Edwin K. Chapin
Dennis E. McTigue	Francis B. Donovan
Lester A. Wilbert	John M. Law

THE NORTHWESTERN MUTUAL LIFE INSURANCE COMPANY
Milwaukee, Wisconsin

safeguarding tomorrow



\$27 Million Pan-Am President's Month

NEW ORLEANS — Pan-American Life's annual president's month campaign, honoring President Crawford H. Ellis, brought in more than \$27 million.

Top agencies in "class AAA" category were Hinkle, Philadelphia;



W. B. Schmitt



C. G. Hinkle

Ginter, Chicago, and McKenzie, Alexandria, La., in that order. In class AA the ranking was Lebowitz, Washington, D.C.; Miller, Louisville, and Lowery, Lake Charles, La. Plaques in these two categories were based on percentage of increase during president's month, of premiums over average premiums per month during 1957. Among the winners the average increase exceeded 315%.

In class A, new general agencies, the award was on total paid premiums. The ranking was Harrison, Tampa; Zardusl, Somerville, N. J., and Hayes, Orlando, Fla.

Top ranking personal producers were W. B. Schmitt, Aurora, Ill., and G. P. Whitlock and M. J. Dugas, both of Baton Rouge.

Margaret Carlsen Heads N Y. City CLU Chapter; First Woman President

NEW YORK—The New York City CLU chapter has elected Margaret F. Carlsen of Equitable Society as president. Mrs. Carlsen has been executive vice-president and is the first woman in the chapter's history to be elected president.



Margaret Carlsen

Other officers elected at the luncheon are Ralph Fensterwald, Continental American, executive vice-president; Gerald D. Good, Equitable Society vice-president for educational activities; B. William Steinberg, Massachusetts Mutual, vice-president for public relations; Leona Seldow, independent, treasurer, and Howard J. Rosan, Continental Assurance, secretary.

Newly elected to the board of directors are Fred G. Kimball Jr., New York Life, and Edwin M. Charles, Home Life of New York.

The speaker was Herbert C. Graebner, dean of American College, who spoke on the question, "What is this thing called professional development?"

Sun Life of Baltimore has introduced two industrial family policies—one on the whole life plan, the other life paid-up at 65.

Distinguished Awards

Brochure Free
Scrolls • Illuminated Resolutions
Certificates
Walnut • Bronze • Laminated Plaques
BEAUX ARTS ENGRAVERS
award specialists



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Follmann Asks Doctors To Check Rise In Medical Care Costs

Cooperative action on the part of doctors, hospitals and insurance companies and organizations is needed now, if the American people are to avoid government controls on medical care and treatment, Joseph F. Follmann Jr., director of information and research of Health Insurance Assn. of America, told a meeting of the Connecticut Society of Internal Medicine in New Haven.

"No element in the Bureau of Labor Statistics cost of living index has risen as much as health care costs since World War II," Mr. Follmann said.

While doctors have lagged in the aggregate index of medical care costs, he reported that hospital, drug and miscellaneous costs have risen markedly.

Because the doctor controls the course of treatment, Mr. Follmann suggested that he can prevent the overutilization of medical treatment, extravagant care and unnecessary hospitalization, all of which add to the health care burden.

"That nearly all physicians stand firm against such abuses," he added, "is a tribute to their individual integrity and the ethics of the profession."

Mr. Follmann cited a recent survey in Michigan which revealed that 25 of the patient-days spent in general hospitals by Blue Cross subscribers there "constituted unnecessary hospitalization."

Establishes Own Prices

He noted that "our traditional respect for the profession of medicine is epitomized by the fact that it is the only profession or business permitted to establish its own charges almost entirely without the policing effect of competition or the imposition of public regulation. Because the individual physician is largely unfettered in setting the charges for his services, rigid self-discipline is of utmost importance to the preservation of private practice."

Most doctors, Mr. Follmann continued, resist raising their fees simply because health insurance is involved. However, those few doctors who take advantage of insurance companies can add a staggering amount to the total cost of the nation's medical bill.

Mr. Follmann reminded his audience that organized medicine recognized this danger when, in 1954, the house of delegates of the American Medical Association stated at its clinical session, "To use insurance as an excuse to revise professional fees upward is but to contribute to the defeat of its purpose."

Companies Also Have Role

Insurance companies also have a vital role to play in the fight against rising costs, Mr. Follmann told his audience. Insurers must continue to direct their energies towards providing the best and most effective utilization of the health insurance dollar. Health insurance can act as a brake on higher doctor and hospital bills, Mr. Follmann said, as is evidenced by the deductible and co-insurance features in policies such as major medical expense protection.

Southwestern Life's volume during the first four months amounted to \$123,159,251, an increase of \$30,991,164 over the same period last year.

ALC Medical Section Elects Dr. Travenick Of Occidental Of Cal.

Dr. Joseph Travenick Jr., medical director of Occidental of California, was elected chairman of the medical section of American Life Convention at the annual meeting at the Broadmoor hotel, Colorado Springs. He succeeds Dr. John E. Boland, medical director of several Chicago companies.



Dr. Travenick

Other officers

elected are Dr. James H. Ready, General American, vice-chairman; Dr. J. R. B. Hutchinson, vice-president and medical director Acacia Mutual, re-elected secretary; Dr. Paul H. Langer Jr., Provident Mutual, program chairman, and Dr. W. H. Scoins, Lincoln National Life, board member.

Dr. Travenick has been a medical director for the past 26 years, with Occidental of California for the past 18 years. He has been active in the ALC medical section, serving as program chairman in 1955, and as a board member in 1956.

E. J. Faulkner, president of Woodmen A&L and chairman of the medical relations committee of Health Insurance Council, spoke to the more than 200 members at the three-day convention on "Are We Meeting Our Responsibilities in the Field of A&H Insurance?" Representing ALC at the meeting were President Harry J. Stewart of West Coast Life; Executive Vice-president Claris Adams; Administrative Vice-president Lee N. Parker, and Secretary Ida Weber. Dr. Ernest B. Howard, assistant general manager of American Medical Assn., addressed the group on behalf of the AMA.

Mass. Mutual Liberalizes Its Family Plan Policy

Massachusetts Mutual has liberalized its family insurance agreement by extending the expiration of children's coverage, and thus the conversion date, from the 21st to the 25th birthday, or the expiry date, if that comes earlier. Family plan premiums are increased slightly by the extension.

The new family plan is being used in all states except Texas in connection with policies issued on and after June 2. Agreements which existed before that date will be extended upon request of both parents if their application is filed before August 2.

Buffalo Managers Elect

Karl J. Peterson, Equitable Society, has been elected president of Buffalo Managers Assn., succeeding Charles F. Bartlett, Provident Mutual Life.

Others elected were Frank C. Nicosia, Metropolitan Life, vice-president; Kenneth M. Curle, Connecticut General secretary, and Joseph L. Tupy Jr., Phoenix Mutual Life, treasurer.

Directors elected were W. Wesley Niles, Howard A. Potter and Dominic P. Comardo.

Los Angeles CLUs Elect

New officers of Los Angeles chapter of CLU are Charles R. Gibbs, Mutual Benefit Life, president; Lloyd Lafot, New York Life, vice-president; Ralph W. Tipping, Provident Mutual, secretary-treasurer; and M. E. Thomson, Pacific Mutual, and Lawrence Mann, Aetna Life, directors.

Big Policy Competition Giving You Ulcers?



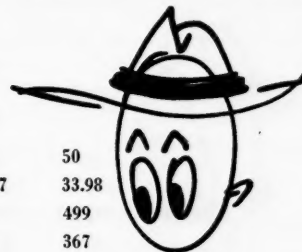
Investigate Anico's new
ES 100 EXECUTIVE SPECIAL
\$25,000 Minimum Policy Plan

Competitive Rates & Values (all ages 0 thru 70)

Rates & Values per \$1,000

AGE	0	20	30	40	50
A. P.	8.45	11.47	15.76	22.67	33.98
CV 20	126	250	325	410	499
CV 65	675	638	593	522	367

STANDARD AND SUBSTANDARD



ANICO SALES LEADERS

Family Policy.
\$10,000 minimum special.
\$25,000 minimum special.
Life with Family Income
to age 65.
Income Conversion Rider.
Annuities.

All forms of A&H.
Complete line of
mortgage protection.
Pre-Authorized Check plan.
Gtd. Issue on Pension and
Profit-Sharing plans.
Family Income Term Policy.

Openings everywhere in territory for
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OVER 4 BILLIONS OF INSURANCE IN FORCE

COMBINED STATISTICS and CONSOLIDATED CHART of FRATERNAL SOCIETIES

The new 1958 edition of this standard reference book of fraternal life insurance is ready for immediate delivery. Contains almost 350 pages of latest information—business written, in force, benefits paid, rates, reserves, officers of societies, etc. . . Includes a special section of sales aids.

Indispensable to Home Office Executives—to field management—to field underwriters—to everyone interested in the sale of life insurance.

This 1958 edition will not be reprinted. To make sure of the copies you need, order now. 4½ x 7½ size; library binding.

Single copy, \$4.20; 2 - 24 copies, \$4.10 each. Larger quantity prices on request.

THE FRATERNAL MONITOR
123 West North Street
Indianapolis 9, Ind.

Survey Shows SS Provides Adequately For Senior Citizen

(CONTINUED FROM PAGE 2)

as food, clothing, shelter and incidental needs."

Mr. Wood then quoted the following figures from appropriate authorities, the first figure being for a single person, the second for a couple: Knox county, Tenn., including Knoxville \$70/\$95; New York City \$144/\$204; Florida \$103/\$147; Cincinnati \$130/\$189; New Jersey \$88/\$134; Guilford county, N. C., \$90/\$170; San Francisco-Oak-

land bay area \$101-123/\$139-161 (expressed as ranges because of wide variations in housing and utility costs in the area); Westchester county, N. Y., \$98/\$131; Maryland \$82/\$115.

Follows OASI Law's Intent

"We believe that the above figures strongly indicate the general validity of Mr. Brandt's thesis that retired senior citizens drawing maximum bene-

fits can indeed live on their social security," said Mr. Wood. "Of course, many retired people may find it necessary, or at least desirable, to supplement their benefits from other sources, particularly if they choose to live in areas where living costs are relatively high.

"However, they can do this through part-time employment or through the medium of private pension, insurance,

or savings programs, or both. Indeed, this is exactly what the OASI program very properly expects them to do. If such sources of outside income are not available or are inadequate in individual cases, any necessary additional income should be provided through public assistance on a needs basis.

"It may be objected that it is misleading to relate the above figures to maximum OASI benefits rather than to the average benefits now being paid. For men who came on the benefit rolls prior to the 1954 amendments the average benefit is now approximately \$66 per month and for those who came on the rolls in the last six months approximately \$78.

Getting Closer To Maximum

"Thus, the closer the program approaches maturity, the closer the average monthly benefit paid will approach the maximum benefit. In the meantime, if anything is to be done by the government to solve the relatively short-range problem of people receiving substantially less than maximum benefits, we again recommend that it be done through public assistance. This is in line with the long-established principle of the social security program."

Mr. Wood concluded his statement with the following quotation from the May, 1958, issue of the monthly letter issued by the First National City Bank of New York, commenting on the large number of social security bills before Congress:

The flood of proposed changes comes at a time when the present system is showing visible signs of financial strain. Social security tax collections are running well below the amount of benefit payments and the program is expected to show a deficit this year—something that wasn't supposed to happen for many years.

Council Report Due Jan. 1

"In the light of these developments, and with the full impact of liberalizations over the past few years not yet evident, it is only common sense to weigh carefully all proposals that would widen the scope of the system even further. The advisory council on social security financing, created by Congress in 1956 and made up of experts from industry, labor and education, is due to present its report on the financial soundness of the present program by next Jan. 1. It would seem worthwhile to get the results of their study before passing new laws."

Earlier in his presentation, Mr. Wood pointed out that while Congress acted wisely in refusing to cut income tax rates, "we would seriously question the economic wisdom of now going to the opposite extreme by adding to the total tax burden of the gainfully employed to provide increased OASI benefits from which they would derive no present return"—the more so since the OASI program is already accomplishing its intended purpose in adequate fashion.

"As we see it, the probable effect of any increase in social security taxes at this time would be to curtail further the purchasing power of the gainfully employed and thus to impede recovery from the current economic recession," he said.

Method Of Increase Unimportant

Mr. Wood said this unfortunate outcome would ensue regardless of whether the social security tax rate were increased or the present \$4,200 taxable wage base were raised.

"We think that raising the wage

General American Life in Newsweek

The Keeper of the Keys message—presented to 1,150,000 readers of Newsweek... plus hundreds of thousands of others, through reprints sent them by General American Life agents—tells just part of the story of salable Economaster.

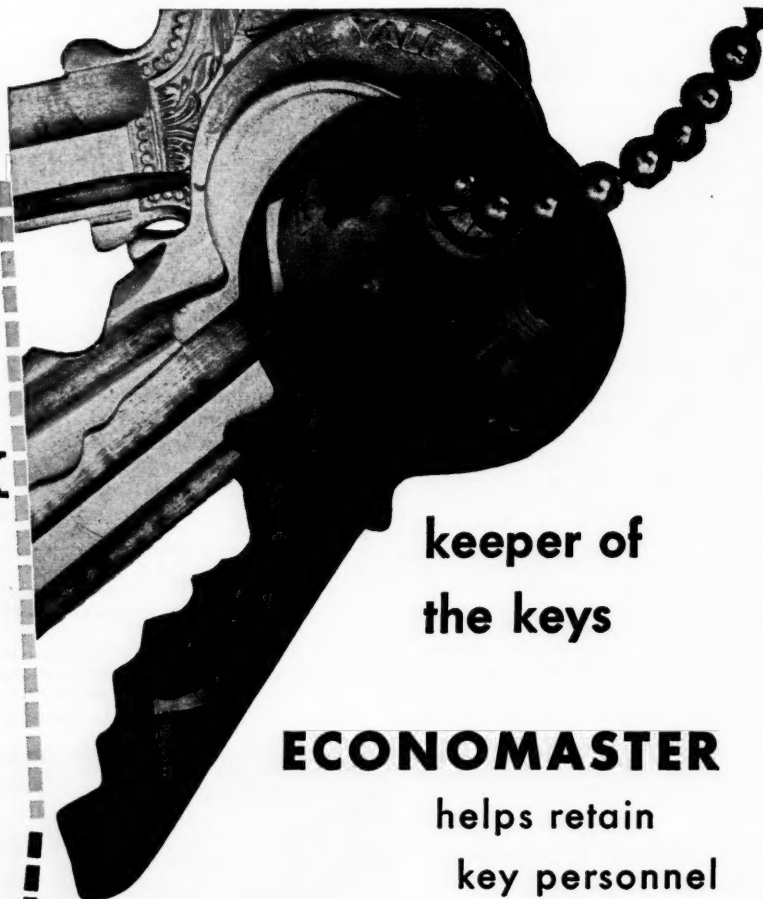
Economaster now features

- NEW Improved dividend scale
- NEW Return of Premium Benefits
- NEW Dividend option for purchasing term insurance, increasing with cash value—a boon in Split-Dollar and Funded Plan presentations

National advertising and free reprints—and competitive products like Economaster—represent just two of the many advantages to General American Life representatives under a Lifetime Security Franchise.

For details write:

Frank Vesser, Vice President
General American Life
Insurance Company
St. Louis, Missouri

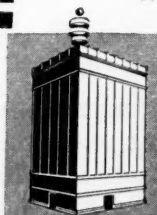


A good record of continuous service from key personnel often can be traced to management's enlightened program for the future financial security of its key men. Such a program frequently includes a degree of financial security unattainable through the average man's personal insurance program, or company-wide benefit plans.

Many companies help provide this security through ECONOMASTER by General American Life.

Because this is a preferred risk policy issued in minimum amounts of \$15,000, substantial coverage is available at low net cost.

If you are considering ways of making your key personnel more secure in their positions, ECONOMASTER is worth investigating.



GENERAL AMERICAN LIFE INSURANCE COMPANY

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base would be particularly undesirable for at least two reasons," he said. "First, any further increase in the wage base would strike us as being principally a rather devious move toward the socialistic goal of income redistribution. Second, it would result in the payment of higher benefits to the very people who are best able to take care of themselves, namely, those with above-average earnings. This latter result would tend to destroy the essential 'floor of protection' concept of the OASI program.

"Another major reason why we believe that further benefit increases or other liberalizations would be unsound is that no one knows what adverse effect such changes might have on the ultimate stability or solvency of the OASI program."

Mr. Wood said it is conservatively estimated that the program has already incurred an unfunded accrued liability of more than \$300 billion, which will have to be met by social security taxpayers of the future.

Would Boost 'Enormous Commitment'

"Obviously, any further liberalization now would necessarily increase this enormous commitment and of course the already substantial social security tax burden with which we have undertaken to saddle the taxpayers of tomorrow," he warned. "We submit that further liberalization of the program today would be an act of economic injustice to those taxpayers and pose a serious threat to its long-term solvency."

Mr. Wood urged the committee to consider the warning of former Health, Education & Welfare Secretary Oveta Hobby three years ago, who said: "The system cannot be expected to provide fully against all insurance risks if the tax is to be kept at a rate which can be borne by persons in the lower income brackets."

\$300 Million In Force For North American Life

Life in force of North American Life of Chicago has reached \$300 million, according to President Charles G. Ashbrook. This figure reflects an increase of more than \$40 million during the past 18 months.

In the past 10 years, North American Life has shown a steady and continuous rise in new paid production. It was licensed in seven additional states during its peak business year of 1957. Entering the state of West Virginia early this year, the company now operates in 22 states, Hawaii and the District of Columbia. Also, the company's 1958 A&S sales at the end of May were more than 16% ahead of last year.

LIAMA Appoints Two On Consultant Staff

LIAMA has appointed Kenneth L. Hobbs, former consultant in the company relations division, as senior consultant.

In addition to his work as consultant, Mr. Hobbs has been on the staff of the schools in agency management, has contributed regularly to LIAMA publications and is staff representative on the A&S committee and associate member companies committee. Before joining LIAMA in 1956, Mr. Hobbs was assistant secretary of Capitol Life.

John A. Miller, assistant general agent of Aetna Life at Seattle, has been appointed consultant in the company relations division effective Aug. 15.

Mr. Miller entered the life insurance field as an agent for Aetna Life at Toledo and later became supervisor there. In 1952, he was appointed agency assistant at the home office and the senior sales instructor in the training school. He has been assistant general agent at Seattle since 1954. Mr. Miller is a CLU and has been an instructor in LUTC.

Complete Liquidation Of American Atlas Life

Final liquidation of American Atlas Life of Dallas was approved by District Judge Betts in Austin, following submission of a report by V. F. Taylor, liquidator of 22 defunct companies being handled by Judge Betts. Payments listed in the report amounted to \$44,350 to claimants and \$40,000 to stockholders.

When American Atlas was placed in receivership in 1956, alleged capital impairment was \$600,877. Most of its assets and policy liabilities were sold to Physicians L&A., which went into receivership last year. This block of business was then sold again to Estate Life of Amarillo, which went into receivership this year. American Atlas was an enterprise of Joe A. Irwin, currently a candidate for governor.

The string of receiverships brought about changes in the board of liquidation following a legislative probe. J. D. Wheeler, state liquidator, resigned last March and James M. Williamson, who succeeded him, was dismissed recently. Judge Betts and the insurance board are currently contesting which of them has authority to appoint the liquidator.

Northwestern National Life reported the best May in its history with sales up 8% over the same period last year.

Gen. American Holds Convention For Top Men

Different aspects of business life insurance were topics of the three sales forums held during General American Life's president's club convention in Sun Valley, Ida.

A turnout of 300, including wives, children and home office personnel, attended the five-day convention, and a record number of 132 agents and general agents qualified for membership in the club on the basis of their last year's production.

Adm. Sidney W. Souers, president of General American, pointed out that the 132 qualifiers represented 26% of the company's full-time field force, but in 1957 had accounted for 44.6% of its total ordinary production.

Sales forums conducted by Million Dollar Round Table members covered a wide range of business life insurance problems. After each forum, Vice-president and General Counsel Frank P. Aschemeyer summarized the legal principles involved. Frank Vesser, agency division vice-president, reviewed the priority program under which the company developed its new "econo"

line of whole life policies, pointing out that the three policies that make up this line—"cover the range of whole life protection and put into effect the quantity discount principle."

Frederic M. Peirce, who becomes president of General American Life Sept. 1, was unable to attend the convention because of prior commitments made in his present capacity as managing director of Life Insurance Agency Management Assn. President's club members sent him a telegram promising co-operation and support, and welcoming him to General American management.

Elmer S. Rosenthal, St. Louis, who led the company in 1957 in first year ordinary paid premiums, is club president; Fred R. Sale, St. Louis, 1st vice-president, and Joseph S. Graves of the Gegg agency, St. Louis 2nd vice-president.

Wis. A&H Assn. Elects Wood

Northeast Wisconsin Assn. of Life Underwriters has elected Robert C. Wood, president; Arthur V. Van Slyke, executive vice-president; Steven J. Bur, vice-president; Melvin Wisnefske, secretary, and Frank W. Mostek, treasurer.

NO. 7 IN A SERIES



Ray P. Lotzer
Rockford



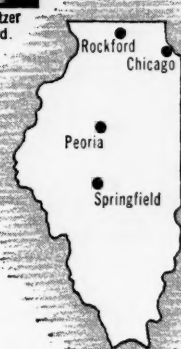
Dwight Ingram
Chicago



Armand C. Pfaff
Chicago



Harvey O. Nelson
Chicago



Robert J. Fisher
Springfield

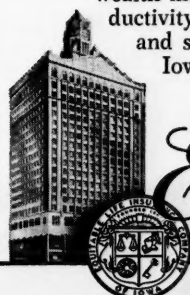


Harold F. Ryan
Peoria

EQUITABLE LIFE OF IOWA IN

ILLINOIS

Nicknamed the Prairie State, but often referred to as the Land of Lincoln—Illinois anchors the midwest as a rich giant, versatile in every big wealth-making industry. In keeping with the productivity of the state, is the life insurance sales and service record of these Equitable Life of Iowa general agents and their agency associates. We're proud they're on our team.



Equitable

LIFE INSURANCE COMPANY OF IOWA

FOUNDED IN 1867 IN DES MOINES



A Symbol
of Security

Our roots go deep
into the life of
New England

INCORPORATED 1891

BOSTON MUTUAL LIFE INSURANCE COMPANY
156 STUART STREET • BOSTON 16, MASSACHUSETTS



in the spotlight...

Training Aids

Scenes from our recent Managerial Seminars held in Atlantic City, New Jersey, Augusta, Georgia, French Lick, Indiana, and Carmel, California.

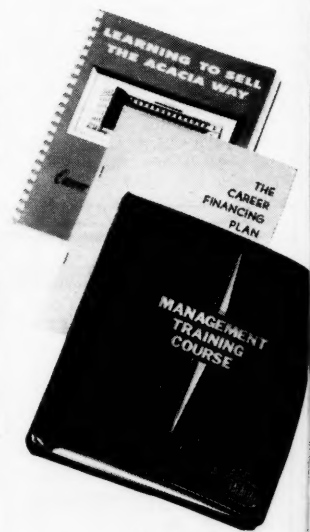


It has been said that "Successful Salesmen Are Born—Not Made", but here at Acacia we believe that all salesmen can be made more successful through carefully planned training programs.

Like education, there is no terminal point in training nor can it become static—it must be revised to meet constantly changing conditions. In adherence to this philosophy, we have just completed another series of nation-wide branch managers seminars at which we reviewed our greatly im-

proved training programs for both managers and agents. Geared to today's selling conditions and markets, they cover both basic and advanced training and preparation for promotion to management work.

Recognizing that the best training program cannot succeed unless the men working under it have peace of mind, we also introduced at the Seminars an improved and more liberal financing plan. Under this plan, financial security is assured during the training process.



ACACIA MUTUAL

"Where you get tomorrow's protection today!"

... at **ACACIA**

Sales Aids



The better the sales aid the more effective the salesman. A few of Acacia's pamphlets, presentation briefs, premium notice enclosures, explanatory folders and prestige builders are illustrated above. Many of these have received the "Award of Excellence" in LAA competition. All have been designed

with one objective in mind—to help our Fieldmen be more successful as career life underwriters.

That sound training, backed up by effective sales aids, pays off is best evidenced by the fact that the average annual production of Acacia Fieldmen last year reached an all-time high of \$421,997 per man.

LIFE INSURANCE COMPANY

51 Louisiana Ave., N.W., Washington 1, D. C.

Howard W. Kacy, President

Changes In The Field

Berkshire Life

R. Richard Reticker and Frederick J. Jarosz have been named general agents in Chicago and Springfield, Mass., respectively. Mr. Reticker entered the life field with Fidelity Mutual Life. He has been assistant brokerage manager of the Fred. S. James agency and assistant manager

of Occidental Life. Mr. Jarosz has been division manager of Prudential at Pittsfield, Mass.

Life Of Virginia

Life of Virginia has appointed G. Crawford Milnor as manager of the district office at Charleston, S. C., and O. Lodric Wilson and Samuel P. Man-

cuso Jr. become field training supervisors. Mr. Milnor has been a field training supervisor since 1956, and associate manager in the Charleston district. Mr. Wilson, former associate manager in Atlanta, will supervise agent training in Alabama and Georgia district offices and Mr. Mancuso, who has been associate manager in Cleveland, is assigned to Ohio and Indiana district offices.

Union Mutual Life

Union Mutual has established a new agency in Memphis, at 2185 Union avenue, to be known as Hathorn, Wil-

liams, Schwartz & Beach. The partners directing it, all of whom were formerly with Home Life of New York, are Daniel N. Hathorn, who before entering insurance was in operations and sales for the McKesson & Robbins drug firm; Charles E. Williams Jr., whose pre-insurance experience includes General Tire & Rubber Co. and International Harvester; Herman D. Schwartz, who for a time was sales manager with Tennessee Fabricating Co., and Franklin F. Beach, a divinity school graduate who was active in the Congregational ministry before entering insurance.

Massachusetts Mutual

Massachusetts Mutual has appointed William H. Henneberg Jr. and Perry K. Clark as general agents at



Wm. H. Henneberg



Perry K. Clark

Miami and San Diego, respectively, and William F. LeBaron Jr. and John W. Guyer become supervisors at Newark and Buffalo, respectively. Mr. Henneberg has been assistant general agent at New Orleans, and before that was division manager for Prudential. Mr. Clark has been assistant general agent at Newark, and was with Aetna Life as assistant general agent at Washington, D. C., and Newark, and as associate general agent at Minneapolis. Mr. LeBaron has been in the Newark agency since 1956, and before that was with Continental American. Mr. Guyer has been with the Buffalo agency since 1952, and is a director of Buffalo Life Underwriters Assn.

Great Southern

Jesse H. Thames, for 10 years manager of the south Texas agency, is returning to personal production associated with the Houston agency. He has been with Great Southern since 1946.

Percy E. Arthur, assistant manager of the Houston agency since 1955, is the new south Texas agency manager. The headquarters will be moved from

*The Unity Mutual
Life Insurance Company
of New York*

*Insures
The Whole Family*

Unity agents are equipped to serve every need for personal insurance. Juvenile policies our specialty.

E. R. DEMING
President

L. J. BAYLEY
Secretary

HOME OFFICE—SYRACUSE, N. Y.

Say, Herbert . .

have you noticed
how many of the very
top producers are
hanging their hats
with the

GO Company . . .
Republic National Life
of Dallas

The only way to Grow is Go . . . with

REPUBLIC NATIONAL LIFE INSURANCE COMPANY • DALLAS, TEXAS

LIFE • ACCIDENT • SICKNESS • MEDICAL AND SURGICAL REIMBURSEMENT • HOSPITALIZATION
GROUP • FRANCHISE • BROKERAGE • COMPLETE REINSURANCE FACILITIES



partners
formerly
ork, are
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ons and
Robbins
ams Jr.,
nce in-
Co. and
man D.
as sales
ricating
divinity
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e enter-

Bryan to Houston, with offices in the home office building. Mr. Arthur joined the company as a career agent at San Angelo in 1949.

Paul S. Allen, manager of the Fort Worth agency since 1945, is retiring. He will be succeeded by a man whom he brought into his agency in 1950, Robert R. Shannon, who in 1955 was selected to establish the company's reactivated Arkansas agency with headquarters at Little Rock.

Frank P. DeLuc, who started in the Fort Worth agency in 1950, will take over at Little Rock.

James P. Wiseheart, since 1954 an underwriter in the Houston agency, has been appointed assistant under E. P. Horne, manager.

Emmett C. Gill becomes assistant to Manager R. A. Teeter of the south Louisiana agency with headquarters in Baton Rouge.

C. A. Rohde, a Great Southerner since 1953, will assist Manager Jesse N. Fletcher at San Antonio.

Billy P. Curtis, who has been in the field at Roswell, N. M., since mid-1957, will move to Lubbock, as assistant to Manager Robert G. Schuster in the west Texas agency.

Paul Revere Life



L. E. Lippstreu

Lloyd E. Lippstreu has been appointed general agent at Omaha for Massachusetts Protective and Paul Revere Life. He has been regional training supervisor of the central sales region.

United States Life

United States Life has appointed Robert J. Gallagher at Pawtucket, R. I., Norbert B. O'Donnell at Cumberland, Md., Robert R. Zeimer at San Mateo, Cal., and John R. Martin at North Hollywood, Cal., as general manager of the Jensen agency at Springfield, Mass. Mr. Gallagher has been with Prudential and John Hancock. Mr. O'Donnell has headed his own agency in Cumberland for many years. Mr. Zeimer has been with Home Life. Mr. Martin, who is a CLU, has headed his own brokerage firm since 1955. Mr. Barry has been with Mutual of New York and Continental Assurance.

American United Life



W. J. LeStrange Jr.

William J. LeStrange Jr. has been appointed agency manager in Toledo. He was an agent from 1953 to 1957, and during the past year was a sales director.

North American Life

Vince Spagnuolo has been appointed manager of the central Kentucky agency at Lexington. Recently elected president of the Lexington Assn. of Life Underwriters, he has been in the business since 1952.

Northwestern Mutual Life



Thomas I. Pickford

Thomas I. Pickford has been appointed assistant director of agencies. Member of a family connected with Northwestern for nearly 40 years, Mr. Pickford has been a special agent in Oakland, Cal., since 1953.

State Mutual

State Mutual has appointed Frank Rabinow and Sol Javors as managers at Valley Stream, N. Y., and William P. Embry becomes assistant general agent at Memphis. Mr. Rabinow has been a supervisor for Prudential at Garden City and a supervisor for Guardian Life. Mr. Javors, who entered the life field with Provident Mutual, has been with Mount Vernon Life at Hempstead, and before that was associate general agent for Postal Life at New York. Mr. Embry began his insurance career with State Mutual and has been general agent for Volunteer State Life and supervisor for National Life of Vermont. He is a CLU.

Occidental Of California

Arthur F. Northrup has been named assistant branch manager at Grand Rapids. He has been an agent for Travelers since 1949.

Prudential

John H. Roberts, brokerage consultant in the Los Angeles regional home office, has been appointed brokerage manager for the Troy M. Zigler agency in Los Angeles.

FARM & HOME, INDIANAPOLIS

Louis Wayne, northern Illinois manager, has been promoted to field director with headquarters at Chicago.

CONSOLIDATED AMERICAN LIFE has named Harris L. Johnson associate manager of the central Texas regional agency with offices in Austin.

SECURITY-CONNECTICUT LIFE has appointed Agency Service Co. general agent at Kansas City. Carl E. Wheeler is agency president.

CANADA LIFE—Leonard Gardner and Irving Fields have been appointed joint managers of the recently opened New York suburban branch on Long Island.

Here's what The Guarantee's famous 5 Stars mean to agency builders!

The Guarantee is growing nearly twice as fast as the average of all companies in this field. 1957 sales gained 200% faster than the national average rate of increase. The Guarantee had 50% more million-dollar-plus agencies in 1957 than in 1956—an increase of ten! Of course, insurance business is good...but it's better with The Guarantee! 1958 sales are booming too!

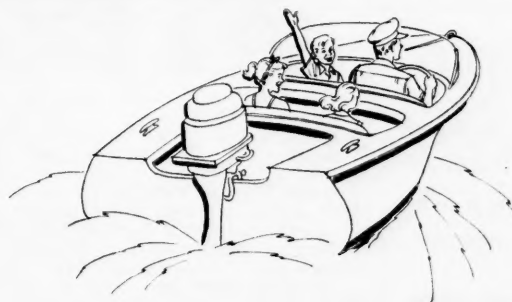
Here is our guide to lifetime security and greater earnings for agencies and agents:

1. COMPLETE LINE OF COMPETITIVE INSURANCE TO SELL — Life, Sickness, Accident and Hospitalization.
2. TWO PERSONALLY TAILORED FINANCING PLANS to help recruit and start aggressive agents.
3. NEW CONTRACT — LIBERAL FIRST-YEAR COMMISSIONS plus vested renewals and added awards for production, persistency, and length of service.
4. EXCELLENT PENSION PROGRAM FOR GUARANTEE AGENTS to help agents plan for and enjoy later years with the same security they are selling to our policyholders.
5. AGENCY-MINDED HOME OFFICE SUPPORT including outstanding field training programs and attractive sales packages that make closing sales easier.

ACT NOW! For more details about these and other advantages offered by The Guarantee, write directly to:

J. D. ANDERSON
Agency Vice President
8721 Indian Hills Drive
Omaha 14, Nebraska

Ralph E. Kiplinger, President



For Modern Americans IT'S MODERN LIFE INSURANCE

Modern Americans—forward-looking, pioneering in an atomic age—take matter-of-factly the best that American industry can produce, knowing that future achievements are on the horizon. Looking to the future confidently, while enjoying today, is an American characteristic. Sound planning with modern life insurance has helped make this possible. Throughout its 75-year history, Modern Woodmen has been a leader in developing new plans to meet the changing needs of the people it serves. This is why millions of Americans have safeguarded their future financial welfare through the broad scope of protection provided by Modern Woodmen life insurance.



For Modern Life Insurance It's MODERN WOODMEN

\$416,000,000 LIFE INSURANCE IN FORCE ASSETS EXCEED \$205,000,000 \$835,000,000 RETURNED TO POLICYHOLDERS AND BENEFICIARIES
MODERN WOODMEN of America HOME OFFICE — ROCK ISLAND, ILLINOIS



LIKE A GROWING CHILD . . .

Our determination is vigorous . . . our persistence unsurpassed. Our patience is limited but our methods are time-honored and proven. Our household is efficiently organized and our schedule arranged to stimulate healthy growth.

Now in our third year with an organization of people with a combined total of more than 280 years in life insurance work . . . no wonder that America's fastest growing child is . . .



T. B. HARRISON, President
R. P. ENGELHARDT, Vice-Pres. & Sec.

HOME OFFICE:
JACKSON, MISSISSIPPI

The Sky's NO LONGER the limit!



For the man willing to explore unlimited opportunity, North American Life offers top contracts, liberal financing and a complete portfolio of Life and A&S contracts.

Our 1957 Paid Life production set a new high in North American's fifty year history . . . success makes for success for the man who wants it—NOW!

NORTH AMERICAN LIFE
Insurance Company OF CHICAGO

Charles G. Ashbrook, President
Ronald D. Rogers, CLU, Agency Vice President

North American Building

Chicago, Illinois

Home Office Changes

Northwestern Mutual

Five members of the actuarial department and one member of the law department have been promoted. William C. McCarter, Robert W. Walker,



R. W. Walker



W. C. McCarter

er, and Joseph C. Noback, who have been assistant actuaries, were named associate actuaries and will be the first in 11 years to hold the associate actuary designation.

John W. Lincoln and Frank H. Rice, who have been specialists in the act-



J. W. Lincoln



J. C. Noback

uarial department, were appointed officers and named assistant actuaries.

Melvin C. Teske, an attorney in the law department, was appointed an officer and named an assistant counsel.

Mr. McCarter, a fellow in the Society of Actuaries since 1942, joined Northwestern Mutual in 1933 in the actuarial department and advanced in 1939



F. H. Rice



M. C. Teske

to supervisor in the mathematical division. In 1943 he was appointed assistant actuary.

Mr. Walker, a fellow in the Society of Actuaries since 1944, entered actuarial work with London Life. From 1932 to 1946 he was with the Canadian insurance department, first as an actuarial clerk and later as actuary. In 1946 he joined Northwestern Mutual as assistant actuary.

Mr. Noback, a fellow in the Society of Actuaries since 1947, was with a life firm in New York City from 1938 to 1948. He joined Northwestern Mutual in 1948 as a specialist in the actuarial department and in 1949 was appointed assistant actuary.

Mr. Rice, a fellow in the Society of Actuaries since 1957, joined Northwestern Mutual's actuarial department in 1951, advancing to specialist in 1957. For the past year he has been assigned to work with the IBM 705 equipment.

Mr. Lincoln, a fellow in the Society of Actuaries since 1956, entered life insurance in New York in 1949 and in

1950 went to Michigan to teach actuarial mathematics. He started with Northwestern Mutual in 1956 as a specialist in the actuarial department. In the last year he has worked particularly with the IBM 705 electronic data equipment.

Mr. Teske joined Northwestern Mutual in 1952 in the secretarial department, where he worked in the claim department and later in the pension trust division. In 1955 he advanced to attorney in the law department.

Western & Southern Life

Willard L. Roth has been named vice-president in charge of sales and service operations in a nine-state area. He has been with the company since 1936.

James L. Kuethe, formerly superintendent of agencies, was promoted to assistant agency director. He will work with Mr. Roth.

Howard M. Heavey was named assistant to Lewis F. Youngblood, vice-president in charge of all field sales and service.

Republic National

John D. Thomas has been named personnel director. He has two years' experience in personnel procedures and policies with Western Electric and three years as personnel director of a midwestern life company. He joined Republic National's underwriting division two years ago and later was assigned to the planning division. For the past year he has been special reinsurance representative.

United L. & A.

Frank Lucchin, former life insurance specialist in the Grune general insurance agency in Newark, has been appointed a field supervisor by United Life & Accident. He is a graduate of the Purdue course and has been an agent of United Life & Accident for three years.

Lutheran Brotherhood

Albert H. Hedding Jr. has been named assistant manager of the society's securities department. For the past five years, Mr. Hedding has been with Merrill Lynch, Pierce, Fenner & Smith.

Pacific Mutual

Robert S. Yoder has been named senior actuarial assistant, responsible for coordinating actuarial procedures with electronic data processing methods. He is a fellow of Society of Actuaries and a member of Conference of Actuaries in Public Practice.

Provident Mutual Life

Charles B. McCaffrey has been appointed special consultant in advanced underwriting at the Provident Mutual home office. He is also a lecturer in insurance at the Wharton School of University of Pennsylvania. A law graduate, he was formerly director of advanced underwriting for Northwestern Mutual and more recently a member of the estate planning firm of Seefurth, McGivern & McCaffrey.



C. B. McCaffrey

Mutual Of New York

Dr. John F. Moore, with Mutual of New York's medical department more than 30 years, will on Aug. 1 become 2nd vice-president and chief medical director. He will succeed Dr. John L. Willis, who is retiring after more

than 35 years with the company. Dr. Moore worked part time for Mutual as a medical examiner for two years before joining the staff on a full time basis in 1929. He has been medical director since 1946.

Washington National

Five Washington National men who received promotions and transfers in the home office recently include: C. H. Kendall, R. Walter Friedner, John L.



R. Walter Friedner



C. H. Kendall

Elliott, Howard L. Robinson and H. Glen Smeltzer. All five are with the company's district agency department.

Mr. Kendall, executive vice-president, assumes general charge of the department, both field and home office operations. He started with Washington National as an industrial agent, being promoted to executive vice-president in 1957. He is also a director. Mr. Friedner, 2nd vice-president, was elected vice-president and placed in charge of the district agency division. He joined the company in 1929 and was named a 2nd vice-president in 1950 and since 1951 has served in the district agency division, most recently in charge of the division.

Mr. Elliott, 2nd vice-president, transfers from the western territory to assume charge of the eastern territory. A veteran of 27 years with the company, Mr. Elliott has been in charge of the western territory since 1955.

Mr. Robinson, regional director, has been appointed 3rd vice-president and will assume charge of the western territory, district agency division. Mr. Smeltzer, regional director, takes over the duties held by Mr. Robinson.

Bankers L. & C.

Russell Van Kampen has been appointed agency director, replacing Stanley E. Kelley who moves to Portland to head the company's western region. Mr. Van Kampen has been with the company since 1950, most recently as north central regional manager.

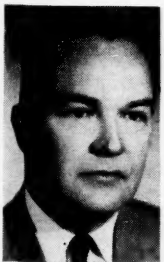


R. Van Kampen

New England Life

Robert G. Dederick, former assistant economist, has been appointed economic research manager of New England Life.

Continental Assurance



Ira C. Prouty

Ira C. Prouty has been elected assistant treasurer of Continental Assurance. He joined the company in 1953 and formerly was assistant manager of the mortgage loan department.

American Security Life

Wilbert A. Rowold has been named executive vice-president. He was with Metropolitan from 1938 to 1951 in the

actuarial and group administration department and then was with Peoples Life of Indiana as associate actuary.

John Hancock

John Hancock has appointed E. James Morton assistant actuary. He has been on the actuarial department staff since 1956.

UNITED FIDELITY LIFE—M. Cullum Thompson has been elected vice-president of the company. He joined United Fidelity in 1957 as secretary and was elected to the board this year.

PIONEER MUTUAL LIFE of Fargo, N. D., has promoted Jens L. Lohn to agency vice-president, and Robert W. Brown to superintendent of agencies. Mr. Lohn, with the company since 1926, has been assistant director of agencies since 1954 and was previously agency secretary. Mr. Brown, director of field training since March 1957, began with the company in 1945, became general agent at Casper, Wyo., in 1951 and a regional superintendent in 1953.

PROTECTIVE SECURITY LIFE—Charles Bracker has been named director of agencies; Edward Brylant southern California field supervisor; Louis Stillha northern California field supervisor, and Morton Barros supervisor of Oregon and Washington.

STATE CAPITAL LIFE has appointed William W. Van Horn as group sales manager. He has been in group work with Travelers, Massachusetts Mutual and New York Life.

CAPITOL LIFE OF DENVER has appointed Sheldon M. Kingsted manager of the investment department, and J. Reuben Darr manager of the credit insurance department.

NATIONAL TRAVELERS LIFE has elected Paul R. Seltz vice-president of the franchise division. He was formerly franchise sales manager.

"Service Means Success" was the theme of the Michigan Life sales convention at Houghton Lake last weekend for qualifying agents and their wives from Michigan, Ohio and Indiana. Harlow E. Willis, agency vice-president, was chairman.

Conn. Mutual GA Honored At St. Louis Testimonial

Stratford L. Morton, general agent emeritus who has represented Connecticut Mutual Life in St. Louis for 50 years, 42 years as general agent, received a silver bowl at a testimonial dinner there, from Charles J. Zimmerman, company president.

A photostatic copy of the company's advertisement in the St. Louis "Globe Democrat," May 6, 1908, requesting "energetic and ambitious solicitors . . .

young men of a high order of intelligence and culture," was given to Mr. Morton by Richard H. Amberg, publisher of the paper. It was the advertisement that had first lead Mr. Morton into insurance business. Wallace C. Brunner, general agent of Connecticut Mutual at St. Louis, was master of ceremonies at the dinner.

Chippewa Valley (Wis.) Assn. of Life Underwriters has elected David Wilttrout president; Larry Kuhlman, vice-president, and Warren Barberg, secretary-treasurer.

WIRE or WRITE
BYRON C. JOHNSON, Agency Vice-President

JEFFERSON NATIONAL
Life Insurance Company
INDIANAPOLIS, INDIANA

the Company
with the
Agency Heart!

with our **Exclusive Policies**

Life — Group — A & S

Top Commission Contract

Recruiting Bonus

Financial Assistance

Unexcelled Home Office Cooperation

AGENCY openings

in

OHIO
INDIANA
ILLINOIS
KENTUCKY
MICHIGAN
MINNESOTA
PENNSYLVANIA
FLORIDA—ARIZONA
VIRGINIA—W. VIRGINIA

OWN YOUR OWN AGENCY



Look, Cinderella!

we're no fairy godmother, but...

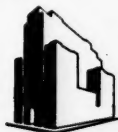
we think we've got something that will help you turn your present "pumpkin" into a "golden coach." Look at these facts:

1. We've got the top agency building contract for the man who wants to build an agency of his own.
2. A career agent's contract second to none, with liberal first year and renewal commissions, group insurance, and pension plan. Also, Home Office training designed to get the new man to the top in a hurry.
3. A very complete Rate Book, with all the latest types of plans, designed to meet every situation.

We have several excellent territories still available in the United States and Canada.

If you're interested in an agency of your own with an expanding organization, contact The Maccabees, a Life Insurance Society, 5057 Woodward Avenue, Detroit 2, Michigan.

THE



MACCABEES — a Life Insurance Society

Founded in 1878

Home Office
Detroit 2, Michigan

Editorial Comment

MDRT Opens New Avenues For Research

The Million Dollar Round Table's research project on what makes an agent a million dollar producer is extremely interesting not only for its actual findings, which seem useful and significant in themselves, but for the many avenues it opens up for further exploration.

For example, it would seem that there is a worthwhile job to do in determining what kind of managers and general agents are most likely to attract potential million dollar agents and develop their high-production ability. The reports of Robert L. Kahn of the University of Michigan survey research center and of Francis L. Merritt, Mutual Benefit Life's director of training, made it pretty clear that the typical million dollar producer, particularly the one who qualifies in his first few years in the business, is a person with strong in-built drives for success. Yet it also appeared from these reports that the agency manager or general agent is a tremendously important factor in the success of even those who seemed the most autonomous and self-directed.

There appears to be a strong correlation between agency (and company) morale and the presence of million dollar producers. And morale in an agency pretty much depends on the kind of man who is running the agency.

Fascinating questions suggest themselves: Should the agency head interested in developing big producers be more selective and reject anyone who doesn't seem to have the qualities that the Michigan and Merritt surveys have indicated are innate in million dollar writers? Should he figure that either a new man has the MDRT potential or hasn't it? Or should he rely on his own ability to develop and inspire new men to greater and greater sales volumes?

The survey findings, incidentally, seem to give more weight to the concept of a million dollar writer as a man who wants and needs assistance on technical points from his general agent or manager, rather than coddling or coaching. He has already shown a marked ability to stand on his own feet, chart his own course and drive through to his goals, starting even as young as grade school.

This characteristic record of past achievement in getting a lot done with little or no help from anybody else cannot but be useful in helping agency heads identify those who are the best bets as potential big producers. And, incidentally, this "look-at-the-record" technique is one of the most important principles of sound management in selecting a man for any kind of job involving managerial responsibility, according to Peter Decker, noted management consultant. Mr. Decker contends that judging a man's potential on anything other than past performance is about on a par with crystal-gazing.

LIAMA research has long stressed

the importance of the manager or general agent in any insurance company operation, and the MDRT findings underscore his importance when it comes to developing million dollar writers. Possibly it may turn out that the qualities needed in an agency head to find, attract, and develop potential million dollar producers are as special as those of the MDRT man himself.

As more and more is learned about the characteristics that seem to be linked up with the ability to become a million dollar producer, the importance of learning what kind of agency head it takes to develop the embryo MDRTer becomes even greater than before. That suggests a new area of research and while it is hardly reasonable to expect the Round Table to undertake it, it seems obvious that it should be done, and with a minimum of delay —R. B. M.

Personals

President **Byron K. Elliott** of John Hancock presented the first official "Freedom Trail" booklet to Boston officials in connection with the city's invitation to visitors from all over the world to walk Boston's "Freedom Trail," which includes 15 historic sites where many of the most significant events in connection with the nation's early history took place. Visitors are being invited to view the city, on completing the tour, from the Hancock observation tower and receive an official certificate indicating they have visited the 15 historic shrines along the way.

Three insurance men were among the 100 recipients of a centennial citation given at Iowa State College to those individuals who have "made a unique contribution to the stature of Iowa State College." The insurance men honored were **George A. Harper**, assistant vice-president Bankers Life of Iowa; **Carl A. Peterson**, agency consultant North American Life & Casualty and formerly supervisor of agencies of Northwestern National Life, and **Glenn E. Rogers**, second vice-president Metropolitan Life.

Byron K. Elliott, president of John Hancock, and **Erwin D. Canham**, a director of John Hancock and editor of the "Christian Science Monitor," were elected trustees of the civic education center at Tufts University.

Frank P. Aschemeyer, vice-president and general counsel of General American Life, has been elected to the board of directors of the St. Louis crime commission.

San Antonio CLUs Elect

Earl Leininger, Prudential, has been elected president of San Antonio CLU chapter. Others elected were **George E. Nowetny**, Minnesota Mutual, vice-president, and **C. Stanley Price**, Equitable Society, secretary-treasurer. Directors elected were **Edward Boyce**, Aetna Life, and **Robert S. Hemmick**, Massachusetts Mutual.

Deaths

MRS. MIRIAM T. BARKER, widow of John Barker, former vice-president and general counsel of Berkshire Life, and mother of John Barker Jr., vice-president and general counsel of New England Life, died.

MALCOLM M. ERWIN, 57, secretary of Liberty Life, died in Greenville, S. C., after a 15-month illness. Mr. Erwin had been with Liberty Life since 1932.

Chicago Life & Trust Council Names Officers

New officers and members of the executive committee of Chicago Life Insurance & Trust Council are: **Thomas L. McDermand**, Northern Trust Co., president; **Richard C. Frasier**, Great-West Life, vice-president; **Layman L. Hay**, City National Bank, treasurer and **Robert K. Schott**, Phoenix Mutual Life, secretary.

Executive committee: **William S. Dillon**, American National Bank; **Stuart A. Monroe**, Mutual Benefit Life; **Asa James Baber**, Chicago Title & Trust Co.; **Samuel A. Sakol**, David Himmelblaur & Co.; **Robert E. Spindell**, attorney, and **John O. Todd**, Todd & Zischke Services.

Harry R. Schultz, Mutual of New York, immediate past president, also will serve on the executive committee, as will the officers of the council.

Health Assn. Libraries Honor Gordon's Memory

An \$8,000 gift to establish memorial libraries in the Chicago and New York offices of Health Insurance Assn. of America has been presented by the trustees of the Harold R. Gordon Memorial Fund. Mr. Gordon, who died in 1948, was managing director for 27 years of H&A Underwriters Conference which merged with Bureau of A&H Underwriters in 1956 to form the present association. The gift will be divided equally for a law library at Chicago and a research library in New York to perpetuate Mr. Gordon's memory.

Business Men's Assurance has declared the usual semi-annual dividend of 30 cents a share, payable July 10 to stockholders of record July 3.

All American Life & Casualty has been licensed in Maryland.

Stocks

By **H. W. Cornelius, Bacon, Whipple & Co.**
135 S. LaSalle St., Chicago, July 1, 1958

	Bid	Asked
Aetna Life	180	183
Beneficial Standard	13 1/4	14 1/4
Business Men's Assurance	74 1/2	76 1/2
Cal.-Western States	80 1/2	83 1/2
Columbian National	81	Bid
Commonwealth Life	23 1/4	24 1/4
Connecticut General	254	259
Continental Assurance	124	128
Franklin Life	63 1/4	65 1/4
Great Southern Life	76	79
Gulf Life	21 1/4	22 1/4
Jefferson Standard	76	78
Kansas City Life	1260	1300
Liberty National Life	32 1/4	33 1/4
Life & Casualty	21	22
Life of Virginia	95 1/2	98 1/2
Lincoln National Life	194	198
National L. & A.	83 1/2	85 1/2
North American, Ill.	17	18
N. W. National Life	83	86
Ohio State Life	265	285
Old Line Life	43	45
Republic Natl. Life	50 1/2	52 1/2
Southland Life	86	91
Southwestern Life	101	106
Travelers	76	77
United, Ill.	29 1/4	30 1/4
U. S. Life	34 1/4	35 1/4
West Coast Life	36	37 1/2
Wisconsin National Life	62	65

The NATIONAL UNDERWRITER



The National
Weekly Newspaper of
Life Insurance

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DETROIT 26, MICH.—613 Lafayette Bldg., Tel. Woodward 5-2305. William J. Gessing, Manager for Indiana and Michigan.

INDIANAPOLIS 20, IND.—5634 N. Rural St., Tel. Clifford 3-2276. William J. Gessing, Manager for Indiana and Michigan.

MINNEAPOLIS 2, MINN.—1038 Northwestern Bank Bldg., Tel. Federal 2-5417. Howard J. Meyer, Northwestern Manager.

NEW YORK 38, N. Y.—17 John St., Room 1401, Tel. Beekman 3-3958. J. T. Curtin and Clarence W. Hammel, New York Managers.

NEWARK 2, N. J.—10 Commerce Ct., Tel. Market 3-7019. John F. McCormick, Resident Manager.

PHILADELPHIA 9, PA.—123 S. Broad St., Room 1027, Tel. Pennypacker 5-3706. Robert I. Zoll, Middle Atlantic Manager.

ST. LOUIS 13, MO.—221 Pierce Bldg., Tel. Chestnut 1-1634. Geo. E. Wohlgenuth, Resident Manager.

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Group Rate Extraterritoriality Problem Solved

(CONTINUED FROM PAGE 1)

first \$75,000. The constant is not to apply to the amount of insurance in excess of \$75,000.

The formula was adopted by National Assn. of Insurance Commissioners at its meeting in Chicago June 9-12 for states having group life minimum statutes.

Fractional gross premium is determined on the basis of the following percentages of gross annual premiums: semi-annual, 50.375%; quarterly, 25.250%; monthly, 8.458%. Where the \$1.80 constant is deductible, the deduction should be \$1.80 for annual, 90 cents for semi-annual, 45 cents for quarterly, and 15 cents for monthly.

For the disability benefit providing for payment of the face amount in installments in event of permanent and total disability, an extra annual premium of at least \$1 per \$1,000 face amount shall be charged. However, the new rates "shall permit inclusion of disability benefits commonly described as (a) extended death benefit; (b) waiver of premiums," in the wording of the Pennsylvania announcement.

Rates Effective July 1

The rates became effective for new policies issued on and after July 1, 1958. In the case of new policies applied for on and after the date of the notice (June 24) but prior to July 1, 1958, the minimum premiums as calculated in the notice were permitted.

The new basis is the outgrowth of a joint conference of technicians from the five states involved and represents a compromise between the views of companies that wanted a higher minimum on the up-to-\$250,000 bracket than were finally promulgated, and those that felt the rates should be lower in this range. In Ohio, the new rates amount to an increase in the up-to-\$250,000 range and to some extent above \$250,000, since Ohio did not previously have the \$1.80 per \$1,000 constant on the first \$75,000, which the other four states have had.

As a competitive matter in states other than the five having minimum group life rates, where companies not licensed in New York or Ohio are free to use any rates they please, the removal of the 10% loading on the net premiums on cases of \$500,000 and over, and its pro-rating between

\$250,000 and \$500,000, will put affected companies in a slightly better competitive position, as respects initial premiums. But this is not regarded as important in the usual type of case because the employer understands that dividends or rate credits will eventually even out differences in first year premiums.

Typically, a case where the first year premium level might have some effect competitively would be a group of lawyers or bankers where the members pay the entire cost and an initial premium rate may be more of a factor than in the usual employer-employee group. In the latter type of group, the employer often is quite willing to pay more than the minimum in order to have that much of a cushion against future cost fluctuations.

O'Connor Urges More Study Before Further OASDI Amendments

WASHINGTON—Testifying before the House ways and means committee, Edward H. O'Connor, managing director of Insurance Economics Society, urged that no further amendments be made to the social security act until at least the ways and means committee completes its review of the actuarial status of the OASDI and disability trust funds and not before "we have had the benefit of the report of the advisory council on social security financing."

Mr. O'Connor also said that because the act is a "patched-up law" that has been amended many times, "it would be of great value to all concerned if a complete review and study of the entire law, its benefits, costs and financing could be made before any further new enactments."

"A long and thorough look at the over-all picture of our social security program is needed now, rather than a precipitous enactment of new liberalizations," he declared.

Indianapolis Life Has New Policies, Premium Scale

Indianapolis Life now has available a lifetime guaranteed renewable hospital and surgical policy and a guaranteed renewable income protection policy. Premiums on these contracts may be changed by the company on a class basis only.

The hospital plan is written up to age 65, with a variety of room and board limits, and surgery benefits up to a maximum of \$250, subject to a \$25 deductible.

The income protection policy is guaranteed renewable to age 65 for men and age 60 for women and is written only in combination with a life policy on the same life.

A new scale of premium rates for non-participating life policies is also available. Under the new non-participating rate schedule, lower rates apply for larger policies, and the premium rates for women are more favorable than for men.

Harmelin Agency Led In May

The Harmelin agency of New York City led Continental Assurance's general agency and managerial field force for May in paid ordinary production. It was the agency's best month in volume and premiums. The agency ranked fifth nationally in ordinary production for the first five months.

Canadian Actuaries Elect J. E. Morrison

J. E. Morrison, vice-president and actuary of Great-West Life, has been elected president of Canadian Assn. of Actuaries.

Other new officers are vice-president, Lachlan Campbell, vice-president and chief actuary of Sun Life of Canada; secretary, G. K. Fox, executive assistant of Imperial Life; treasurer, H. G. Johnston, assistant actuary of North American of Toronto; council members, R. E. Munro, associate actuary of London Life, and G. R. Wallace, assistant actuary of Continental of Toronto.



J. E. Morrison



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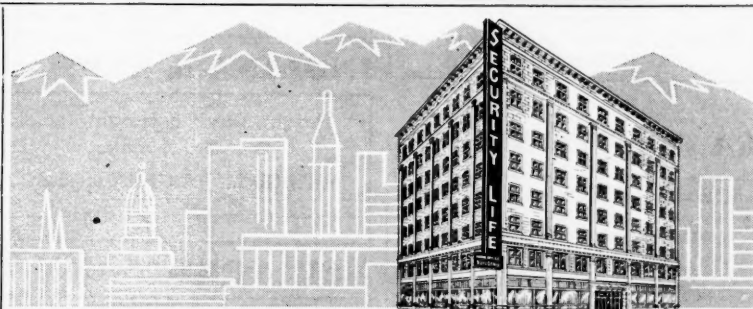
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Convince Public Of Life Insurance's Anti-Inflationary Power, Oates Urges

(CONTINUED FROM PAGE 5)

betray your birthright under the pressure of reckless competition," he urged. "You will continue, I know, to recognize that the one most essential characteristic of life insurance is its financial reliability."

Recalling the days when his father was general agent in Chicago for Northwestern Mutual Life, Mr. Oates quoted him as saying one day in the early 1930s, "Jimmy, I could look every man I met on LaSalle street today right in the eye."

Keep Term In Its Place

"This right to pride and to confidence in the financial reliability must never be compromised," said the speaker. "I am not suggesting that there is not a place, an important place, for term insurance, group insurance, industrial insurance and for a long list of legitimate contracts. I plead only against the 'loss leader' as creating an inequitable subsidy; I also am speaking against appealing arrangements which carry the seeds of abuse and therefore inevitable prospective condemnation."

"As professionals, may I suggest that you can be proud to sell the best and that you can never afford to do otherwise."

Discussing the "bigness" of the life insurance business, Mr. Oates emphasized that it has to be big to do its job and "the larger our individual companies grow, the greater must be our group acceptance of individual responsibility for the highest standards of conduct." Agents can do much to help by the way in which they serve the best interests of their clients, he said.

Cal. Dues Raised, But Not To \$8

In the June 14 issue, due to an error in transmission, the report of California State Life Underwriters Assn. said the association's dues were raised from \$4.50 to \$8, but actually the figures were from \$4.50 to \$6 annually. The by-laws were not changed so that the executive secretary and national committeemen would not have a vote in the executive committee. The move to change the by-laws to deny this vote was defeated unanimously. Also it was not agreed to substitute regional vice-presidents for the northern and southern California committeemen. Named to the latter posts were Jack A. White of Prudential, Los Angeles, for the south and R. K. Farris, New York Life, San Jose, for the north.

The other item incorrectly transmitted was relative to two new by-laws to provide local associations for recognition by the state association. The recommendations for the new by-laws which passed unanimously goes under consideration of the by-laws committee for presentation at the next convention. These are: (1) To place the power for the direction of the state organization in the hands of the board of directors for policy decisions and over-all planning, and (2) To form two new standing committees—one a planning committee, and two a budget committee to bring in recommendations to the board, which would meet twice a year in regular sessions to pass on all planning and budgetary affairs before presentation of either plans or budgets to the convention. The two new by-laws were proposed by Walter Gastil, manager Connecticut General Life, Los Angeles.

"In the days to come," said Mr. Oates, "it is incumbent upon all of us—you particularly—to cultivate and practice even more than heretofore the concepts of close, friendly, unselfish, personalized service to your individual clients. It is one of your strongest assets and it gives you a rather unique advantage as you build and widen the clientele of people who believe in you and in your sincere devotion to their welfare."

"Now, this can well be done only if we recognize that it takes high and sensitive ethical perception, as well as energy and faith and skill to be a successful life insurance underwriter. In a very real sense, the future of the life insurance business is in your professional hands. They are good hands. You are the leaders! Therefore, accept the responsibility of leadership and all will be well."

Stagg Heads Boston GAMA

Howard J. Stagg III, manager of Connecticut General, has been elected president of Boston General Agents & Life Managers Assn. at the annual meeting held in conjunction with an all-day outing, luncheon and dinner at the Corinthian Yacht Club, Marblehead.

Others elected were Laurens F. Bruno, manager of Equitable Society, vice-president; Robert W. Boas, manager of John Hancock, secretary, and John P. Meehan, manager of Mutual of New York, treasurer.

Directors elected were Lario J. Balboni, Metropolitan Life; John F. Gerrior, Metropolitan Life; Paul F. Saint, Home Life; George F. Scanlon, John Hancock; Nino Siracusa, Phoenix Mutual Life, and M. Greely Summers Jr., New England Life.

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Harry Leak New Head Of Dallas Association

Dallas Assn. of Life Underwriters elected Harry Leak, Republic National Life, president at a dinner meeting in Glen Lakes Country Club last month.

Other officers elected include Ted Teel, American Hospital & Life, and Layden L. Stroud Jr., Southwest Indemnity & Life, vice-presidents; Barrett H. Camp, Prudential, secretary, and Jerry L. Travers, United American, treasurer.

National quality awards were conferred on 130 members.

Mutual Of N.Y. Enrolls 46 Managerial Trainees

Mutual of New York has enrolled 46 young men in its management development program. The recruits, all of whom are recent college graduates, are made up of 14 actuarial trainees, eight group specialist trainees and 24 non-specialist management trainees.

A May contest honoring President M. Rey Dodson has netted **Ohio National Life** a total field production of \$23,730,204.

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Replies entirely confidential. Please be frank about yourself, your ambitions, your experience and how far you have gone on examinations. Write to: Box B-15, c/o National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

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ADMINISTRATIVE ASSISTANT TO PRESIDENT

Aggressive and financially strong life insurance company writing ordinary and credit life with home offices in Atlanta, needs dependable man to assist president in top level management. College graduate, age 35-45. Must have good general home office background of executive capacity with knowledge of annual statements and accounting procedures. Applicant must be able to stand pressure of growth and expansion, and undergo rigid investigation as to character, education and working habits. Excellent opportunity for ambitious person whose career is foremost in his mind. We now operate in three states and are expanding rapidly. Reply Box B-33, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

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POSITION WANTED

Age 36, with nine years experience as Life Agent, General Agent and Brokerage Manager in large midwest city. Desire Managerial, Brokerage or Home Office position. Will relocate. Available immediately. Address Box B-32, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

AGENCY DEPARTMENT EXECUTIVE Available

Agency department executive with substantial experience in supervision and training is available for Home Office post or will consider Agency Management. Complete brochure will be sent on request. Address Box B-36, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

WANTED: CLAIMS ADJUSTER

with Home Office experience in adjusting individual Accident and Health, Hospital and Medical Claims at Home Office of fast growing California Company. Excellent opportunity. Give education, experience, reference and salary expected. Replies held confidential. Write Box B-26, c/o The National Underwriter Company, 175 West Jackson Blvd., Chicago 4, Ill.

GROUP UNDERWRITER

Group Life and A&S underwriter, preferably under 40 with at least 10 years' group experience, wanted by progressive Florida company. Would direct group underwriting, reporting to head of group operations. Company active in group 12 years, has \$3,000,000 group premiums and future growth plans. Salary open, based on experience. Replies confidential. Write Box B-27, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

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He will be compensated both through a liberal salary and a generous production bonus.

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A DIRECTOR OF TRAINING

We are looking for a man who has been successful in the life insurance business as an agent and possibly in agency management, but who now wants the challenge of taking charge and expanding the training department of a company with over \$1 billion insurance in force. The man we are looking for should be between the ages of 30 and 40, personable, able to supervise others, and to handle executive duties.

If you are interested in this challenging opportunity to move ahead in the life insurance business you may be the man we are looking for. Replies will be held in strict confidence. Write Box B-21, c/o The National Underwriter Company, 175 West Jackson Blvd., Chicago, Illinois, giving complete details about yourself.

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For new planning department of medium-sized, well-established midwest life insurance society. Position requires experience in designing forms, drawing procedure flow charts and manual preparation. Some knowledge of tab equipment necessary. Accounting or management consulting background helpful. Give complete résumé of age, education, business experience, past salaries, and expected salary. Enclose recent photo. Reply confidential. Write Box B-3, c/o The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

ASSISTANT TO VICE PRESIDENT

Progressive insurance company writing Life, Accident and Health and Hospitalization, whose home office is located in Chicago, desires a man (28-38) as assistant to Vice President. You must have several years of insurance experience along with general home office background. College graduate preferred. This is a challenging opportunity which offers unusual potential advancement. Send your résumé and salary requirements to Box B-37, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

Indiana Backs North For NALU Secretary Post

The candidacy of William North, manager northern Illinois agency of New York Life at Evanston, for secretary of NALU was endorsed in an unprecedented move by Indiana Assn. of Life Underwriters at an executive committee meeting in Indianapolis June 30.

Are Traditionally Uncommitted

Traditionally the Indiana association has gone to the NALU convention uncommitted on any candidates for office. However, Mr. North and the Indiana association have always had an especially close relationship, dating back to the days of the now-defunct but then highly successful advanced underwriting and management conferences sponsored by the Illinois association at the University of Illinois. Indiana was a strong supporter of the "schools," with R. W. Osler, Indianapolis, serving as chairman of

them and Indiana members heavy in attendance.

"Because it is unprecedented, the endorsement of North was not without debate," a member of the Indiana executive committee said. "The debate was not over North's qualifications but over the violation of precedent. However, the special relationship of North with the Indiana association prevailed to bring a unanimous vote for the action."

Des Moines GAs Elect C. A. Holman President

Charles A. Holman of Connecticut Mutual, has been elected president of the Des Moines General Agents & Managers Assn. Also elected were Harter B. Hull, Prudential, 1st vice-president; Thomas Hyland, Northwestern Mutual, 2nd vice-president; and Paul A. Spennrath, Franklin Life, secretary-treasurer.

Two new directors of North Central Life are Frank A. Donaldson, president of Donaldson Co., St. Paul, and Charles F. Pierson, president of Superior Separator Co., Hopkins, Minn.

Military, Defense Aids Laud NALU For Backing Pay Raise

Several high-ranking military and Defense Department officials have extended their appreciation to National Assn. of Life Underwriters for its support of the military pay increase bill recently passed by Congress.

Gen. Thomas D. White, air force chief of staff, wrote Louis J. Grayson of Travelers at Washington, D. C., who testified for the legislation as chairman of the national association's committee on affairs of veterans and servicemen.

Solution Is Nearer

Gen. White said, "The air force has made a large stride toward the solution of its No. 1 problem: The wasteful and rapid turnover of personnel. Much of the credit for the success of this bill must be attributed to your efforts and those of your fine organization."

Others writing Mr. Grayson were Gen. Curtis E. LeMay, air force vice-chief of staff; Maj. Gen. Herbert M. Jones, adjutant general; Rear Adm. E. C. Stephan, the navy's chief of legislative liaison; Assistant Secretary Richard Jackson of the navy and Assistant Secretary David M. Smith of the air force.

Indianapolis A&S Men, GAs Elect Officers

Indianapolis General Agents & Managers Assn. and Indianapolis A&H Assn. have elected officers. Richard Mueller of Provident Mutual has been elected president by the general agents, and Malcolm Dunlap of Massachusetts Indemnity will head the A&H men.

Also elected by the GAMA were James Comstock, American United, vice-president; Hilbert Rust, Insurance R&R, secretary; and Richard Pratt, Connecticut General, treasurer.

Other A&H association officers are W. Harold Petersen, American United, vice-president; W. M. Highfield, Insurance R&R, secretary; Donald MacLeod, Hoosier Casualty, treasurer. Elected to the board were Rex Linkous, United Benefit Life; Mildred Saunders, North American Accident, and Harold Moore, Hoosier Casualty.

Los Angeles Agents Elect Brown President

Robert A. Brown Jr., Pacific Mutual Life, was elected president at the annual meeting of Los Angeles Life Underwriters Assn. Rolla R. Hays Jr., New England Life, was elected 1st vice-president; Jack O'Neill, Provident Life & Accident, 2nd vice-president, and George N. Quigley Jr., Manufacturers Life, secretary-treasurer.

Directors named were G. Sydney Barton, Penn Mutual Life; Ralph W. Fischer, Northwestern Mutual Life; Howard L. Nevenon, Washington National; Samuel J. Rogers, Metropolitan Life; Alfred Schlesinger, Manhattan Life, and Gerald W. Weber, Connecticut General Life.

Charles W. Campbell, south central operations vice-president, Prudential, was the guest speaker. The subject of his talk was the advisability of adequate planning, and he detailed the steps he thought necessary for a successful operation.

Mutual's Agents To Get Major Medical, Group Paid-Up Cover

NEW YORK—Mutual of New York, about Sept. 1, will make substantial improvements in insurance benefits available to career agents. Included will be a major medical plan and group paid-up life insurance.

Life coverage will be boosted to a maximum of \$40,000 and a minimum of \$5,000, depending on earnings. The range has been \$3,000 to \$20,000. The plan will be contributory, with Mutual paying a substantial part of the cost.

The insurance will be yearly renewable term during the agent's first five years with the company. After that, all his contributions will go toward buying group paid-up life. The cash value will never be less than the amount of the contributions applied to buy the paid-up insurance. Those who already have years of service with Mutual when the plan becomes effective will be eligible at that time for the paid-up coverage.

The major medical plan for agents and their dependents, will pay 100% of the first \$500 of covered hospital bills, plus 75% of further hospital expenses. For other eligible medical expenses, the plan will pay, after \$100 deductible, 75%. The maximum benefit per person is \$7,500. Smaller benefits apply after age 70. Weekly disability income benefits will continue as at present.

The major medical and weekly disability income coverages will be on a contributory basis, with the company paying a substantial part of the cost.

The major medical and weekly disability benefits are available for career agents who have completed more than one year's service and meet earnings requirements. Those with less than one year's service are eligible for hospital and surgical benefits substantially the same as at present. Life insurance coverage for the minimum amount of \$5,000 will be available immediately when the agent is hired.

Boston Still Ahead In Cities' Ordinary Gains

Boston again led the field, this time for the third straight month, and showed the greatest rate of increase in ordinary sales among the large cities with 18% for May and a rise of 27% for the first five months of 1953, according to LIAMA.

Percentage gains for the seven other largest U. S. cities for ordinary sales in May and the first five months, respectively, were Chicago -8 and -2, Cleveland -17 and -2, Detroit -14 and -9, Los Angeles 4 and 2, New York 0 and 11, Philadelphia -10 and -4, and St. Louis -5 and 2.

New West Virginia Handbook Published

A new Underwriters Handbook of West Virginia has just been published by the National Underwriter Co. It provides complete and up-to-date information on the agencies, companies, field men, general agents, groups and other organizations affiliated with insurance throughout the state. Copies of the new West Virginia Handbook may be obtained from the National Underwriter Co. at 420 East Fourth street, Cincinnati 2, Ohio. Price \$12.50 each.

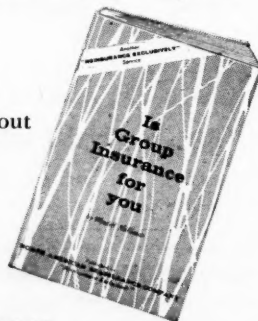
memo to insurance executives...

Is Group Insurance For You?

North American Reassurance Company is pleased to announce publication of "Is Group Insurance for You"—a new study by Wendell Milliman, well-known consultant on group insurance. If your company is interested in learning more about entry into this important field, or needs help in deciding whether or not to enlarge your present efforts—and if so, in what direction—we believe you will find this work of real value.

The author discusses the growing importance of group insurance, what it is, who writes it and who buys it. This 60 page study also deals with the marketing, administrative, underwriting and costing phases of group business, and outlines other important considerations faced by companies entering the group field.

Complimentary copies of "Is Group Insurance for You" are available to interested home office executives without cost or obligation. Simply attach your personal or business card to this advertisement and mail today to...



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LIA Officer Asks N.Y. To Enjoin Unlicensed Worker Welfare Plans

NEW YORK—Henry R. Glenn, writing as a citizen and taxpayer as well as general counsel and treasurer of Life Insurance Assn. of America, has petitioned Superintendent Wikler to have 20 employee welfare funds enjoined from doing an insurance business in New York without obtaining a license.

Mr. Glenn pointed out that it is the superintendent's duty under the insurance law to seek an order restraining anyone engaged in the insurance business without a license unless specifically exempted from the licensing requirement. What these funds, and probably a total of more than 100, are doing in providing benefits constitutes doing an insurance business but they have not obtained the required license nor do they qualify under the limited statutory exemption from the licensing requirement, he said.

Emphasizing that these funds have "bestowed rights upon countless employees and their families," Mr. Glenn declared that these rights can be protected only by bringing the insurance business of these funds under the same departmental supervision as is extended to regularly licensed insurance companies.

Mr. Glenn's letter indicated that the 20 funds he named are providing insurance and annuity coverage to more than 140,000 persons, not counting dependents, and have an annual premium income from participating employers and insured individuals of more than \$33 million. Assets are reported as aggregating a shade under \$100 million.

First Step To Legal Action

Mr. Glenn's petition is clearly the first step toward bringing legal action, should Mr. Wikler get the same opinion from the attorney general on the point in question as he did in 1956. At that time the matter came up in connection with the decision of the maritime union to switch from an insured to an uninsured basis largely to eliminate the cost element represented by premium taxes levied against insured plans. Mr. Wikler is seeking an opinion from the attorney general.

The insurance department counsel, Raymond Harris, had held that the funds were doing an insurance business but the then superintendent Leffert Holz, asked the attorney-general for an opinion, which turned out to favor the union position.

To make sure that the superintendent and Mr. Wikler have all the facts, Mr. Glenn attached to his letter a detailed description of the "65 security plan" under which the retail, wholesale and department store union provides benefits for more than 20,000 persons under collective bargaining agreements between 1,350 employers and five union locals.

Mr. Glenn especially attacked the contention, based on the 1956 opinion of the attorney-general holding such funds to be exempt from the insurance law's licensing requirements. He pointed out that the "65 security plan" does not limit its membership or the scope of its benefit program in a way which would satisfy the statutory requirements for an exemption from the licensing requirement.

It is understood that if an injunction suit proves necessary, Mr. Glenn will be joined by seven domestic and out-of-state life companies as plaintiffs.

Venezuela To Be Host For Hemispheric 1-Day

U. S. Chamber of Commerce will sponsor the Hemispheric Insurance Conference at the University of Caracas, Venezuela, Nov. 8-14. Venezuelan Assn. of Insurance Companies will be host.

John A. Diemand, president of North America, will head a U. S. delegation of more than 40, among them James S. Kemper, chairman of Lumbermens Mutual Casualty, and Laurence F. Lee, chairman of Occidental Life of N. C., both former national chamber presidents.

Three days of the conference will be devoted to discussion groups. Victor C. d'Unger, reinsurance secretary of Lincoln National, has been named chairman of the life section. A. L. Kirkpatrick, manager of the insurance department of the U. S. Chamber, is secretary of the conference.

Portland Agents Elect Irving Enna President

The following officers have been elected at a special meeting of Portland (Ore.) Life Underwriters Assn.: Irving Enna, Standard of Oregon, president; Victor Miller, Northern Life of Seattle, vice-president, and Miles Englehart, Massachusetts Mutual Life, secretary-treasurer.

Named to the board were: Fred Booth, Occidental of California; Frank Stetson, Prudential; Rex Sandler, Equitable Society, and Thomas Magee, New England Life.

Wis. A&H Assn. Elects Schaezel President

Leroy Schaezel, Fond du Lac, has been elected president of the Eastern Wisconsin A&H Underwriters Assn.; Hugo Bachhuber, Mayville, vice-president; and Mrs. Virginia Wiegert, Fond du Lac, secretary-treasurer.

Guest speaker was Edward W. Voss, North American Life, whose topic was "Success Can Be Yours."

Aetna Casualty Breaks A&S Record On Hoodoo Day

The New York office of Aetna Casualty wrote 1,632 A&S applications on Friday, June 13, in observance of Hoodoo Day. This was the highest score in a total of 9,400 applications countrywide, which broke the record for a single day's A&S applications.

Bent & Bent of Hartford was the agency leader with 182 applications.

Wilmington GAMA Elects

Thomas A. Gallagher, manager of Provident Mutual Life, has been elected president of Wilmington General Agents & Managers Assn. Others elected were Norman B. Hughes, Peoples Life of Washington, D. C., vice-president, and A. Gordon Phillips, Prudential, secretary-treasurer.

Roger Hull, executive vice-president and a trustee of Mutual of New York since 1950, observed his 30th anniversary with the company July 1. He started with the company as an agent in his native Mississippi on graduation from Kentucky Wesleyan College. He served as manager at Nashville for three years before going to the home office as assistant superintendent of agencies.

Chairman Ralph R. Lounsbury of Bankers National Life and Mrs. Lounsbury arrived at New York Tuesday on the "Caronia" after a two-month vacation in Europe.

Over \$30 Million Life Sales In 24 Hours



Franklin Life field force on June 9 set an all-time high record of sales produced in one 24-hour period—\$30,478,000—the campaign being a birthday tribute to J. V. Whaley, senior vice-president. The highest previous one-day record by Franklin agents was \$27 million.

Shown in picture, from left, F. J. O'Brien, vice-president and director sales promotion; Chas. E. Becker Jr., vice-president; Mr. Whaley; Chas. E. Becker Sr., president; Allen V. Dowling, vice-president and director of agencies, and James R. Maloy, director of sales.

Equitable Of Iowa Producers At Banff

(CONTINUED FROM PAGE 2)
er, assistant superintendent of agencies, presided, with 48 in attendance.

The Tuesday business meeting was presided over by C. H. Everett, superintendent of agencies, who spoke on split-dollar and deferred compensation plans. J. M. Beers, field training supervisor, discussed the company's programming service. Ray Wernimont, Cedar Rapids, gave a talk titled, "We Don't Need a Variety Store." The business session was climaxed with an address titled, "Be Yourself," by P. C. Irwin, vice-president and actuary.

Special Luncheon Held

At a special luncheon, the new members of the general agents advisory council held their first meeting. The four general agents who qualified for membership by reason of their agency attainments are: H. W. Bell, Seattle; N. C. Day, Davenport; H. A. Hedges, Kansas City, and F. L. McCormick, Des Moines. The remaining three members, appointed by Mr. Hubbell, are: A. K. Dickson, Toledo; H. O. Nelson, Chicago, and W. J. Shields, Spokane.

The Wednesday business session was presided over by E. E. Cooper, assistant agency vice-president. "Ideas on Advanced Underwriting" was discussed by a panel composed of H. L. Harvey, Detroit; F. G. Sherer, Indianapolis; C. P. Spahn, Chicago-Griffin, Ingram & Pfaff, and M. R. Wallis, Philadelphia, and moderated by H. S. Brownlee, general agent Pittsburgh. Individual policy pension plans were jointly discussed by H. A. Hedges and A. O. Groth, actuary. The closing address was delivered by J. R. Ward, agency vice-president.

Other H. O. Participants

Other home office officials participating in the convention were J. W. Hubbell, vice-president and secretary; P. M. Henry, vice-president and general counsel; J. H. Windsor, vice-president and treasurer; W. O. Purdy, medical director; J. W. Hubbell Jr., assistant financial vice-president; C. O. DuBois, western superintendent of agencies; K. R. Austin, assistant secretary; R. A. Alford, field supervisor; L. L. Hill Jr., assistant counsel; George Pease, editor of the "Equiowa"; F. L. Gaylord, field assistant, and H. A. Winter, agency auditor.

Eight New Sales Aids For Lincoln Natl. Agents

(CONTINUED FROM PAGE 2)
Worthwhile" at Sun Valley, and Richard L. Phillips of the home office agency in Fort Wayne discussed "Secrets of our Business" at Mackinac.

Jack E. Rawles, second vice president, presented the new family security forecaster in all three meetings and Henry W. Persons, second vice-president, spearheaded the announcements of Lincoln National's seven other new plus factors. Assuming the role of a special agent confronted by various sales problems and opportunities, he was interrupted by simulated phone calls from the home office announcing the new sales tools which were needed for the various circumstances.

Three Recognition Banquets

The recognition banquet was a highlight at each meeting. Mr. Cross presided and gave recognition to outstanding agents, and Mr. Menge spoke, discussing the company's building program and plans for the future.

Presiding at the three business sessions in each of the three conventions were Mr. Brudi, Mr. Persons, and Mr. Rawles.

The final day at each convention featured a group breakfast and group luncheon and freedom to participate in the many recreational facilities available.

Cleveland GAs Elect Henry Dymond President

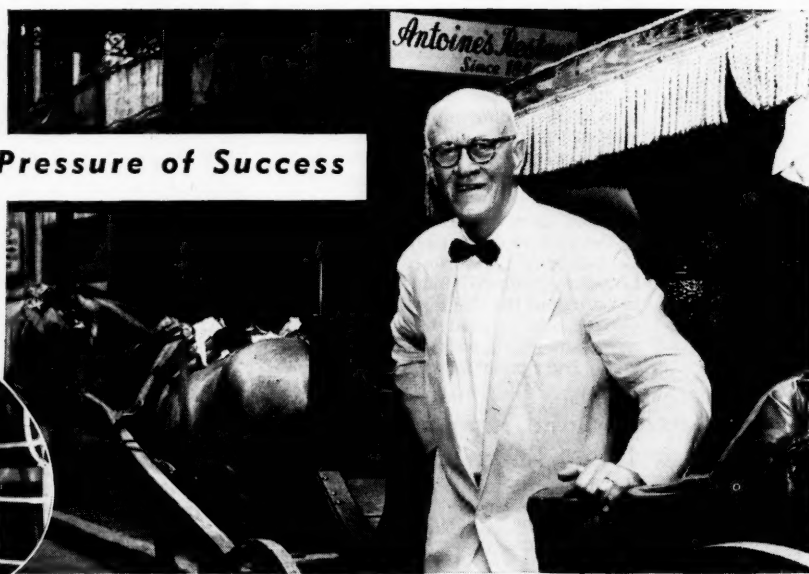
Life Managers & General Agents Assn. has elected Henry Dymond, Equitable Society, president; John B. Lambert, United Benefit Life, vice-president, and Jack P. Smith, Midland Mutual Life, secretary-treasurer.

Directors elected were: Robert H. Crowell, Provident Mutual Life; Lawrence M. Plants, Kansas City Life; Paul H. Roach, American United Life; John D. Buchanan Jr., Prudential; Richard R. Townley, Union Central Life, and Louis Morell, Fidelity Mutual Life.

Record Month For Franklin Life

With nearly \$90 Million of new sales, Franklin Life registered in June its largest volume of business in any month since the company was founded.

He Ignores the Pressure of Success



"Just one more Dixieland band and we'll call it a night," says Bill Monroe to his wife, Arthe, at the entrance of the famous Paddock Lounge in the New Orleans French Quarter.

TIME to enjoy the pleasures of just plain living has become a luxury not many businessmen can afford. For this reason, it is refreshing to meet an individual who does not fit the pattern of what most people consider to be the typically successful business or professional man. Such a man is William B. Monroe, CLU, who long ago exploded the myth that success in any field is a full-time, nose-to-the-grindstone job.

This does not mean that Bill Monroe is casual about his professional responsibilities. On the contrary, because of his interest in people and his ability to analyze their financial needs and wants, he is one of the most respected life underwriters in the country—a fact

which is echoed in the more than \$20,000,000 of life insurance security which has been accumulated by his clients on a systematic basis.

The son of a former Chief Justice of the Louisiana Supreme Court and a graduate of Tulane University, Bill Monroe had been a vice president of a prominent investment company before joining The Union Central's New Orleans Agency in 1930. Since that time he has distinguished himself as a Chartered Life Underwriter, a life member of the celebrated Million Dollar Round Table and a charter member of his Company's exclusive President's Club.

But this fact remains: the pressure of success has not denied William B. Monroe time for a rewarding life outside his active and impressive career—a tribute to both the man and his profession.



Bill Monroe, gardener, and family—daughter Arthe, daughter-in-law Libby, granddaughters Maria and Arthe, son Bill, Jr., grandson Pat, granddaughters Lee and Kitty, and Mrs. Monroe.



Bill Monroe picks up the tempo of "Celestin's Original Tuxedo Dixieland Jazz Band." Scene is the colorful Recess Club, where the membership numbers ninety of New Orleans' leading business and professional men.



Bill Monroe reviews the insurance program of his client, Richard W. Freeman (right), president of the Louisiana Coca-Cola Bottling Company. At left is Mr. Freeman's tax administrator, Jackson P. Ward, CPA.

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